

CS&SR 2021

8th INTERNATIONAL CONFERENCE
ON SCIENCE & SOCIAL RESEARCH

8 - 9 DECEMBER 2021
VIRTUAL PRESENTATION

**ABSTRACT
BOOK**

CSSR 2021

8th INTERNATIONAL CONFERENCE
ON SCIENCE & SOCIAL RESEARCH

“PIONEERING BREAKTHROUGH RESEARCH FOR SOCIETAL WELL-BEING”

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FOREWORD

Vice-Chancellor
Universiti Teknologi MARA



Assalamualaikum WBT and greetings to all.

On behalf of Universiti Teknologi MARA (UiTM), I would like to extend a warm welcome to all delegates, distinguished speakers, and participants of the 8th International Science and Social Research Conference 2021. CSSR continues to provide high-quality content and networking opportunities to its participants as one of the most prominent international conferences organised this year through virtual platform with the topic of "Pioneering Breakthrough Research for Societal Well-Being."

This International Conference on Science and Social Research has been a flagship yearly conference organised by Universiti Teknologi MARA's Office of the Deputy Vice-Chancellor (Research and Innovation) to help researchers in publishing their research findings in peer-reviewed journals. It also acts as a venue for academics to discuss and debate the most current advances in their various fields of study. This virtual conference will highlight transdisciplinary research spanning science and technology to social science and the humanities.

This is the eighth CSSR conference, the second of which is being held on a virtual platform in compliance with the COVID-19 pandemic's social distance standards. I am delighted to inform you that this conference is being organised in partnership with our collaborating universities, Universitas Negeri Semarang (UNNES) Indonesia and Universitas Andalas (UNAND).

I'd like to thank the organising committee from the Office of the Deputy Vice-Chancellor (Research & Innovation) of UiTM, chaired by Professor Dr Nooritawati Md Tahir, as well as the partnering institutions, for their hard work in organising and bringing this conference together.

I wish all attendees a fruitful and enjoyable conference.

Professor Ts. Dr Hajah Roziah Mohd Janor
Vice-Chancellor
Universiti Teknologi MARA

MESSAGE

Deputy Vice-Chancellor (Research & Innovation)
Universiti Teknologi MARA



In the name of Allah, the most gracious and ever loving.

I would like to welcome all participants and guests to the 8th International Conference on Science and Social Research (CSSR 2021) that is being held virtually using a Webex platform, TNC (P&I) FB Live and TNC (P&I) YouTube Live for a two-day programme. This year's theme, "**Pioneering Breakthrough Research for Societal Well-Being,**" takes an in-depth look at the scientific discoveries in economic, demographic, and social well-being that are related to lifestyle, learning, employment, the economy, people, and many more, to see the results for societal well being in the future that we made research today.

This conference also serves as a platform for academicians, researchers, graduates, and university professors to build networks and engage with one another in the exchange of ideas and also to be among the experts in the field of research.

Universiti Teknologi MARA continues to strive for excellence in research and innovation in external environment factors such as technological, economic, demographic, social, competitive, global, ethical, and natural factors, as well as the relationship between researchers and academics, raising the university to global academic standards to improve development and societal well-being.

In today's world, people have adjusted to living in the new norm. Through this, CSSR 2021 provides a valuable opportunity for researchers and industry specialists to share experiences on a virtual platform, and this opportunity should be taken to build more networking in proving expertise in the research and to expand networking beyond one's area of expertise.

Lastly, I would like to express my infinite gratitude to the organising committee for their hard work, assistance, and dedication, which contributed to the success of the international conference that would definitely benefit the participants, academicians, students, and guests involved. The relationship built through this conference will explore more research opportunities locally and internationally and deepen relations on all fronts. With that, I wish everyone a beneficial session at CSSR 2021.

Professor Ts. Dr. Norazah Abd Rahman
Deputy Vice-Chancellor (Research & Innovation)
Universiti Teknologi MARA

WELCOME REMARKS

Chairperson CSSR 2021



Dear colleagues and distinguished guests,

It is my great pleasure to welcome you to the 8th International Conference on Science and Social Research 2021 (CSSR 2021) with the topic "Pioneering Breakthrough Research for Societal Well-Being" on behalf of the organising committee and Universiti Teknologi MARA (UiTM), Malaysia. This will be the second time we have hosted a fully-fledged virtual event. In these trying times in history, the online platform provides an alternative means of overcoming pandemic problems, remaining connected, and carrying on with daily life. We are happy to welcome our collaborators from Universitas Negeri Semarang (UNNES) and Universitas Andalas (UNAND) as our supporting partners for two (2) days on December 8th and 9th, 2021. Despite these trying circumstances, we are pleased to be extending our network globally.

CSSR is the flagship conference of the Office of the Deputy Vice-Chancellor (Research and Innovation) of UiTM to facilitate researchers' publication of research findings in indexed journals. Additionally, it serves as a forum for the exchange of experiences and ideas and for scholars to disseminate and discuss recent developments in their respective fields of study.

CSSR 2021 will be an excellent opportunity for academics, academicians, scientists, and practitioners from Malaysia and worldwide to present their most recent research findings and exchange new ideas. This virtual conference will feature research from various disciplines, ranging from science and technology to social science and the humanities. The conference track is organised into six tracks: Industrial Technology (IT), Cyber Technology (CT), Health and Wellness (HW), Logistics and Transportation (LT), Energy and Environment (EE), and Social Creativity and Innovation (SCI). These seminars will highlight significant scientific achievements and the ramifications of cross-disciplinary research in an age of rapid change and complicated interactions. In keeping with the subject, we extend an invitation to all national and foreign researchers to attend the CSSR 2021.

Finally, I would like to convey my heartfelt appreciation to all of the illustrious keynote speakers and the CSSR 2021 reviewers for assisting and assuring the quality and calibre of articles submitted to this conference. I want to express my gratitude to all of the session chairman and committee members for their unwavering commitment to ensuring the success of this conference.

Professor Dr Nooritawati Md Tahir (PhD, Ceng)
Chairperson of CSSR 2021

CONFERENCE TRACKS

CSSR 2021

TRACK 1: INDUSTRIAL TECHNOLOGY (IT)

(Advance Material, Smart Manufacturing, Plant and Process, Construction & Infrastructure)

TRACK 2: CYBER TECHNOLOGY (CT)

(Space and Satellite, Big Data and Data Analytics, Cyber Security, Robotics and AI, Smart Sensors)

TRACK 3: HEALTH & WELLNESS (HW)

(Preventive Healthcare, Sick Care, Rehabilitative Care, Genomics, Non-Communicable Disease, Natural Product)

TRACK 4: LOGISTICS AND TRANSPORTATION (LT)

(Transportation, Logistics and Halal-hub, EV-AV, UAV Aviation)

TRACK 5: ENERGY & ENVIRONMENT (EE)

(Water Security, Renewable Energy, Environment and Climate Change, Solar Technology, Biodiversity, Goof Security)

TRACK 6: SOCIAL CREATIVITY & INNOVATION (SCI)

(Creativity, Islamic Finance Fintech, Socio Innovation, B40-Talent, Entrepreneurship and Artrepreneur, Socio-Economic)

CONFERENCE SCHEDULE

CSSR 2021

DAY 1 - WEDNESDAY (DECEMBER 8, 2021)

TIME	PROGRAMME
8.00 am	Registration of Presenters & Participants
8.45 am	Doa Recitation
8.50 am	Opening & Welcoming Remarks Professor Dato' Dr Abu Bakar Abdul Majeed Director of Research Management Centre (RMC), UiTM
9.00 am	Officiating Speech Professor Ts. Dr Norazah Abd Rahman Deputy Vice-Chancellor (Research & Innovation), UiTM
9.10 am	Photography Session
9.15 am	Special Address by Supporting Partner: Universitas Negeri Semarang (UNNES) Professor Dr Fathur Rokhman, M.Hum Rector UNNES
9.20 am	Special Address by Supporting Partner: Universitas Andalas (UNAND) Professor Dr. Yuliandri, SH. MH Rector UNAND
9.25 am	Morning Break
9.30 am	Parallel Sessions 1A: Logistic & Transportation Parallel Sessions 1B: Social Creativity & Innovation
1.00 pm	Session Adjourn
2.30 pm	Keynote Speech 1 Professor Dr Mehmet Cetin Kastamonu University, Turkey Title: The Effect of Change of Some Climate Parameters and Drought Situation of Urban Health Planning and Management Using GIS Due To Global Warming
3.30 pm	Keynote Speech 2 Professor Dr Anders Warell Lund University, Sweden Title: On The Role of Design and Designers in a Sustainable Society - A Design Education Perspective
4.30 pm	Parallel Sessions 2A: Industrial Technology Parallel Sessions 2B: Social Creativity & Innovation
5.30 pm	End of Day 1

CONFERENCE SCHEDULE

CSSR 2021

DAY 2 - THURSDAY (DECEMBER 9, 2021)

TIME	PROGRAMME
8.00 am	Registration of Presenters & Participants
8.30 am	Parallel Sessions 1A: Cyber Technology, Health & Wellness, Energy & Environment Parallel Sessions 1B: Industrial Technology Parallel Sessions 1C: Social Creativity & Innovation
10.00 am	Keynote Speech 3 Dr Ismail Parlan Director General, Forest Research Institute Malaysia (FRIM) Title: Forest and Climate Change: Opportunities For New Research
11.00 am	Parallel Sessions 2A: Industrial Technology Parallel Sessions 2B: Social Creativity & Innovation
1.00 pm	Session Adjourn
3.00 pm	Keynote Speech 4 Dr Viktor J. Bruckman President Division 'Energy, Resources and the Environment (ERE)' of The European Geosciences Union (EGU), Institution: Austrian Academy of Sciences Title: The Contribution of Geosciences to a Sustainable Future
4.00 pm	Best Paper Award Ceremony Best Presenter Award Ceremony
4.15 pm	Closing Remarks Professor Dr Nooritawati Md Tahir Chairman of CSSR 2021
4.20 pm	CSSR 2021 Montage Presentation
4.25 pm	Photography session
4.30 pm	End of Conference

KEYNOTE SPEECH 1

CSSR 2021



Professor Dr Mehmet Cetin

Faculty of Engineering and Architecture, Kastamonu University, Turkey

TITLE : THE EFFECT OF CHANGE OF SOME CLIMATE PARAMETERS AND DROUGHT SITUATION OF URBAN HEALTH PLANNING AND MANAGEMENT USING GIS DUE TO GLOBAL WARMING

In this study, by evaluating the effects of climatic data and environmental variables on urban area, predictable situations according to the RCP climate change scenarios has been modelled. Global warming and climate change threaten people with disasters such as lethal heat waves, famines, droughts, forest fires, floods, storms and diseases. Predicting the changes as early as possible is of great importance in determining to be taken and in order to prevent the changes that may occur with destructive results. The need for research has been felt on how Balıkesir, which has a great importance with its location, special topography, different climate types in the inner, middle and coastal parts, large agricultural lands, olive groves, irrigation opportunities, geothermal energy resources, will be affected by climate change and drought. In this study, the annual average total precipitation for the 1938-2019 period and the two scenarios (SSPs4.5 and SSPs8.5) produced by General Director of Meteorology (MGM, Turkey) with HadGEM2-ES/RegCM4.3 values are used. De Martonne, Emberger and Lang climate indices were used to determine the climate types. According to the scenarios used, it is predicted that there will be a significant increase in temperature values and a significant decrease in precipitation amounts. According to the changes in the climate parameters, it is expected that the drought will reach serious dimensions throughout the province. By determining the climatic variables affecting the models obtained, the urban planning and management status was mapped according to the RCP climate change scenarios for the coming years, based on the RCP scenarios. In this context, a mutual evaluation of the relationship with plans was made in the study area. After all these, some suggestions were developed on an urban scale. As a result, the modelling of urban planning and management on the basis of climate change scenarios should be taken into account when creating various plans and management decisions, in this context, the effects of climate change, which is one of the biggest threats of our age, can be predicted by making climate models, and thus, healthy urban planning can be done by taking various measures.

KEYNOTE SPEECH 2

CSSR 2021



Professor Dr Anders Warell

Lund University, Sweden

TITLE : ON THE ROLE OF DESIGN AND DESIGNERS IN A SUSTANABILITY SOCIETY – A DESIGN EDUCATION PERSPECTIVE

The role of design and designers has never been more crucial. At the same time, the role of design as in the context of the ideas of the linear economy, increased consumption, and competitive advantage are being increasingly challenged. We live in a time of unprecedented need for change on all levels of society, as we transition to a carbon-neutral and sustainable future. The threat to mankind and life on earth as we know it has never been greater.

With this backdrop, this talk will focus on some of the critical issues that face design as a field today, particularly from a design education perspective. With a focus on product design, some thoughts on how design may contribute to change will be offered. How may the skillset and knowledge of designers be used to contribute to sustainable change? What is needed from the designers of the future as we move towards a sustainable society?

KEYNOTE SPEECH 3

CSSR 2021



Dr Ismail Parlan

Director General, Forest Research Institute Malaysia (FRIM)

TITLE : FOREST AND CLIMATE CHANGE: OPPORTUNITIES FOR NEW RESEARCH

With about 18.27 million ha (55.3% of total land area) of natural forest cover, Malaysia enjoys one of the highest percentages of forested land among tropical countries. The forestry sector continues to play a significant role in the socioeconomic development of Malaysia as well as on the climate change mitigation. Forest Research Institute Malaysia (FRIM) has been involved directly and indirectly in providing strong support to the government of Malaysia to response to the global climate change scenarios related to forestry. Based on the existing climate change and forestry-related expertise, FRIM is also assisting the Ministry of Energy and Natural Resources (KeTSA) as well as the Ministry of Environment and Water on climate change related issues in international level. At present, the research on climate change are focused on carbon comparative study that includes greenhouse gases inventory, carbon sequestration potential of forest and its vulnerability to climate change, as well as carbon sequestration. Future research activities on climate change should cover the respective three broad thematic scopes, which is enhancing the carbon pool within the ecosystems, enhancing the role of forests in adapting to climate change and enhancing the role of forests in mitigating climate change. Fortunately, R&D projects related to climate change have been rated among the top priority areas in this country. Efforts are also being stepped up at the national level to coordinate all matters related to the climate change. A concerted effort from all stakeholders will place Malaysia in a better position to embark on not only emerging issues such as climate change per se but also issues related to sustainable development in general.

KEYNOTE SPEECH 4

CSSR 2021



Dr Viktor J. Bruckman

President Division 'Energy, Resources and the Environment (ERE)' of the European Geosciences Union (EGU), Institution: Austrian Academy of Sciences

TITLE : THE CONTRIBUTION OF GEOSCIENCES TO A SUSTAINABLE FUTURE

Geosciences led to a significant and ubiquitous transformation of our society in the last two decennials. The use of vast amounts of all kind of natural resources, further industrial processing, dislocation, and the insatiable thirst for energy to achieve all this have even led to the declaration of a new geological epoch, the Anthropocene. Yet, these activities have maneuvered mankind into new challenges, that urgently need to be addressed, and geosciences again play a crucial role. The lecture will summarize the key role of geosciences in the past in human development and the need for a radical transformation to cope with the great challenges of today, such as climate change, loss of biodiversity, political stability, and societal wellbeing.

Abstracts for Oral Presentation

CSSR 2021

DAY 1	WEDNESDAY	DECEMBER 8, 2021
	09.30 am - 1.00 pm	PARALLEL SESSIONS 1A
TRACK: LOGISTICS AND TRANSPORTATION		

BIL	ID	AUTHORS	TITLE
1	1570755158	Lala Hucadinota Ainul Amri (Politeknik Negeri Media Kreatif, Indonesia); Noor Azly Mohammed Ali (Universiti Teknologi MARA, Malaysia); Rusmadiyah Anwar (Universiti Teknologi MARA, Malaysia)	Indonesian Printing Industry
<p>This study aims to determine the profile of the printing industry from the point of view of the factors that influence the success of the industry. The influencing factors are marketing and sales, and government regulations. Data were collected using the documentation method from literature and regulatory studies, and analyzed by using qualitative data triangulation techniques. The results show that the profile of the printing industry in Indonesia is unique in terms of industrial classification, this is following applicable government regulations. Marketing and sales aspects show good results based on empirical studies of government reports. From the analysis, it can be seen that clarity of government regulations is needed for the sustainability and success of this industry to support the national agenda.</p>			
2	1570757977	Nik Farhana Zuhir (Universiti Teknologi MARA Malaysia); Rafeah Legino (Universiti Teknologi MARA, Malaysia); Siti Noor Hajjar Md Latip (Universiti Teknologi MARA, Malaysia); Herwandi Herwandi (Fakultas Ilmu Budaya Universitas Andalas, Indonesia)	Climbing Floral Character as a Motif Design in Batik Sarong Terengganu
<p>This study aims to identify the floral climbing characteristics used as a source for design motifs on batik sarong arrangements. Various examples of the batik sarongs from Terengganu were viewed and analysed through digital image compilation and motif tracing. Then, the related literature's motifs were mapped with the example of batik sarong and linked with the function and meaning from selected floral elements. The finding stated that the climbing floral motifs were used on the apit kain and kaki kain. The inspiration of motifs is from their tropical environment, and this study is one of the significant outcomes through the analysis of the batik sarong Terengganu.</p>			
3	1570763798	Abdul Hakim Abdul Razak (Management and Science University, Malaysia); Abdul Khabir Bin Rahmat (Malaysia Institute of Transport & Universiti Teknologi MARA, Malaysia); Nurul Aqilah Mhd Yusak (Management and Science University, Malaysia); Khazizul Maulod Pahim (Management and Science University, Malaysia)	Refining Electronic Hailing Service Quality on Customer Satisfaction and Impact on Electronic Word-Of-Mouth
<p>This study investigate factor that affect customer satisfaction on e-hailing among the population of Klang Valley, Selangor. Samples were selected from young adult who has experience using e-hailing in Klang Valley, Selangor. A total of 156 completed questionnaires were analysed using SPSS. In the research, a significant relationship was found between perceived safety, reliability, and word of mouth. However, they found an inconsistent result for price, apps function and timeliness. In conclusion, perceived safety, reliability, and word of mouth is some of the key factors to create customer satisfaction.</p>			

Abstracts for Oral Presentation

CSSR 2021

4	157076628	<p>Nur Sabrina Mohmad Shuhaimi and Noor Azreena Kamaluddin (Universiti Teknologi MARA, Malaysia); Wardati Hashim (Universiti Teknologi MARA, Malaysia); Siti Zaharah Ishak (Malaysia Institute of Transport & Universiti Teknologi MARA, Malaysia); Ahmad Kamil Arshad (Universiti Teknologi MARA, Malaysia)</p>	<p>Driving Distractions Among Young Drivers in Urban Area of Shah Alam</p>
<p>The number of road traffic accidents has steadily increased worldwide, and young drivers are at a higher risk of road traffic accidents. Distracted driving is one of the contributing factors that lead to traffic accidents, particularly among young drivers. Limited source of information regarding this issue in Malaysia makes the need for this study is obvious. Distracted driving can be any activity that diverts the attention of the drivers away from focusing on the road. This study aimed to identify the causes of driving distractions, evaluate the effects of distractions on driving performance, and propose recommendations for managing driving distractions among young drivers. Data was collected through a self-administered questionnaire distributed to 184 young drivers in Shah Alam, Selangor. Results suggested that mobile phone usage, reaching for objects in the vehicle, alcohol and drugs intoxication, and driver drowsiness are the most common causes of driving distractions among young drivers. Therefore, recommendations such as enforcing stricter laws on drunk driving, avoid driving when sleepy, and education in driving schools on driving distractions are founded. It is hoped that this study would raise awareness on the distractions faced by young drivers, their effects, and how to mitigate them.</p>			
5	1570767352	<p>Syed Zamzur Akasah Syed Ahmed Jalaluddin and Mohd Suhaimi Tohid (Universiti Teknologi MARA, Malaysia); Muhammad Khairi Shamsudin (Faculty of Art & Design & Universiti Teknologi MARA, Malaysia); Mohd Fazli Othman (Universiti Teknologi MARA, Malaysia)</p>	<p>#CeritaKita: The Splendour of Malaysia Through Mural Painting on Petronas Gas Station</p>
<p>Murals are works of public art that express ideas on a building's surface. The connections between how it's made, where it is, and what it represents have been demonstrated to be powerful visual communication tools for stimulating energy, activity, surroundings, social messages and patriotism spirit. Nowadays, companies like Petronas Dagangan Berhad support local artists to express their sense of local identity. By that, artists showcase their talents in a specific place, forming different styles and delivering the most imaginative affinities to the community. This activity gives hope to Malaysian artists and creatives in transforming local identity into a visual display.</p>			
6	1570779142	<p>Muhammad Ashraff Halidi (Universiti Teknologi MARA, Malaysia); Mohd Azhar Samin (Faculty of Art & Design, Universiti Teknologi MARA, Malaysia); Rafeah Legino (Universiti Teknologi MARA, Malaysia)</p>	<p>Traditional Design on Malay Wedding Dais Decorations and Logistic</p>
<p>Malaysia is known as a country with diverse cultural values that include art and design. Malay wedding ceremonies in Malaysia are well-known for their use of "pelamin" decorations (Malay Decoration). This study examines the origins of design and layout in the context of culture and visual art. The point is that this concept evolved from the royal throne or "peterakna" (Royal Throne) as the reigning "Sultan" or "Raja-Raja Melayu" (Malay King or Ruler) at the palace, which has been replicated by the Malay community to represent the concept of the "Raja Sehari" (Bridegroom) during wedding ceremonies. The result of sharing from various cultures in Malaysia is also a factor in the renewal results of professional decorators' decoration. The purpose of this research is to determine the design and cultural influence of Malay wedding decorations. The purpose of this research is to examine the long-term viability of traditional and modern design influences through the Malay wedding dais and decoration.</p>			

Abstracts for Oral Presentation

CSSR 2021

DAY 1	WEDNESDAY	DECEMBER 8, 2021
	09.30 am - 1.00 pm	PARALLEL SESSIONS 1B
TRACK: SOCIAL CREATIVITY AND INNOVATION		

BIL	ID	AUTHORS	TITLE
1	1570759240	Mahfuzah Ahmad (Universiti Teknologi MARA, Malaysia); Zairul Nurshazana Zainuddin and Nurul Ezhawati Abdul Latif (Universiti Teknologi MARA, Malaysia); Faizal Mohamed Yusof (Universiti Teknologi MARA, Malaysia); Suzana Sulaiman (Universiti Teknologi MARA, Malaysia)	Digital Transformation of Accounting Profession: Post COVID-19 Era
<p>The accounting profession faces significant challenges and noticeable changes due to the COVID-19 pandemic. The rising demand for digital talent and the need to ensure critical thinking skills are applied in making decisions have become the main challenges for accountants nowadays. A drastic change from the official site to working from home due to lockdown is an issue to be discussed. Therefore, this paper discusses the digital transformation of the accounting profession in the post COVID-19 era based on case studies. The selection of the case studies is based on the company awarded as Best Employer and Most Attractive Graduate Employers to Work in recent years. By focusing on the importance of digital and critical thinking, a framework is developed to show the transformation of the accounting profession over the last 50 years and future insights for the accounting talent in the current context.</p>			
2	1570762769	David Ching Yat Ng (Universiti Tunku Abdul Rahman, Malaysia); Yen Wen Chang (Taylor's University, Malaysia); Suet Cheng Low and Ng Veronica (Universiti Tunku Abdul Rahman, Malaysia)	Globalizing the Boardroom Among Family-Controlled Companies on Bursa Malaysia: The Effects of Corporate Governance on Firm Performance
<p>This paper aimed to determine the research gap between corporate governance and its effects firm performance among family-controlled listed companies on Bursa Malaysia with a globalized boardroom after the implementation of Malaysia Code on Corporate Governance (MCCG) 2012. The study focused on family-controlled companies listed on Bursa Malaysia from 2013 to 2018. Sample size includes 240 firm year observations. Panel data analysis (fixed and random effect) model along with Hausman tests, were used in this research to analyse the effects of corporate governance (CG) characteristics (board size, number of independent directors, CEO duality, number of women directors, number of foreign directors, number of directors with foreign qualifications and audit committee size) and firm performance, measured by return on assets (ROA), return on equity (ROE) and Tobin's Q. Results from panel data analysis found that there were no significant effects between corporate governance and firm performance of family-controlled companies listed on Bursa Malaysia with globalized boardroom. Similar results were also found in using multiple linear regression.</p>			
3	1570762789	Yen Wen Chang (Taylor's University, Malaysia); David Ching Yat Ng (Universiti Tunku Abdul Rahman, Malaysia)	A Pre- and Post- MCCG 2012 Evaluation on the Impacts of Corporate Governance and Intellectual Capital with Firm Performance: Evidence from Malaysia Government-Linked Companies
<p>This research aims to examine and compare the impact of corporate governance (CG) and intellectual capital (IC) on firm performance (FP) between pre- MCCG 2012 and post- MCCG 2012 of Malaysia Government-Linked Companies (GLCs). Panel data analysis was used to investigate the impact of CG and IC on FP. CG's variables included board size (BS), number of board meetings (BM), number of women directors on board (WD), percentage of independent directors on board (ID), and proportion of independent directors in audit committee (IDAC). Human capital efficiency (HCE), structural capital efficiency (SCE) and capital employed efficiency (CEE) were the proxies to measure IC. Indicators that were utilized to measure FP were Return on Assets (ROA), Return on Equity (ROE), Tobin's Q and Earning per Share (EPS). The data and information were collected from the annual report of the GLCs from 2005 to 2012 (pre- MCCG 2012) and from 2013 to 2020 (post- MCCG 2012). 32 Public-Listed GLCs acted as the sample size of this study. There were a total of 512 firm-year observations. The CG of post- MCCG 2012 has a greater impact on EPS compared to pre- MCCG 2012 based on the number of significant variables. The IC of pre- MCCG 2012 has a greater impact on ROE, Tobin's Q and EPS based on the number of significant variables.</p>			

Abstracts for Oral Presentation

CSSR 2021

4	1570763690	Goh Poh Jin, Zufara Arneeda Zulfakar, Fitriya Abdul Rahim and Mahendra Kumar Chelliah (Universiti Tunku Abdul Rahman, Malaysia)	Yesterday in a Nutshell: Unveiling Malaysians Desire and Intention to Visit Museums
<p>Museums started off as a place to preserve history and heritage and has grown to provide a space for cultural sharing and providing prodigious experiences to the visitors. Such experience influences satisfaction which in turn will invite more visitors into the museums. This ensures the sustainability of the industry. In studying the matter, The Experience Economics Theory is applied. Aesthetics, Education and Entertainment showed a significant relationship in influencing the satisfaction level of museums visitors in Malaysia. Museums should be focusing on these three elements to improve the values of museums beyond just providing information to visitors in hopes to not only preserve the items of heritage but also preserving the museum-going culture in the future.</p>			
5	1570763917	Nurul Aqilah Mhd Yusak, Zalena Mohd and Nik Farzana Yusran (Management and Science University, Malaysia)	An Empirical Studies of Online Impulse Buying Behavior
<p>This study pointed out that millennials or Gen Y - the generation born between 1981 to 1996 (25-41 years old) - spend well beyond their means due to "impulse-buying behavior, easy access to personal loans and credit card financing". A convenience sample of 256 participants around Klang Valley participated in this study. The objective of the study is to investigate the relationship between online reviews, shopping enjoyment, impulsive buying tendency and perceived acquisition value towards online impulsive buying behavior. Throughout this research, the findings shown that shopping enjoyment and impulsive buying tendency plays an important role to influence online impulsive buying behavior</p>			

Abstracts for Oral Presentation

CSSR 2021

DAY 1	WEDNESDAY	DECEMBER 8, 2021
	4.30 pm - 5.30 pm	PARALLEL SESSIONS 2A
TRACK: INDUSTRIAL TECHNOLOGY		

BIL	ID	AUTHORS	TITLE
1	1570767009	Nor Afifah Yahaya (Universiti Teknologi MARA, Malaysia)	A Study on the Effect of Gold Nanoparticles for Dye Sensitized Solar Cell Using Hibiscus Rosa-Sinensis as Photosensitizer
<p>Dye-sensitized solar cells (DSSC) mainly uses organic components as an alternative way of light harvesting element to replace the traditional silicon solar cells. Natural dye alternatively is being used as sensitizers to overcome the limitation of inorganic ruthenium dye which contains heavy metal. In this study, DSSC is expected to enhance its optical properties and light absorption by implementing gold (Au) nanoparticles. Various natural and organic sources can be extracted and acted as a photosensitizer to trap solar energy. Fresh Hibiscus Rosa-Sinensis flowers are one of the good candidates to give higher light absorption in DSSC. The characteristics of the dye photosensitizer will be observed under UV-Vis-NIR Spectrophotometer. The efficiency of complete DSSC will be determined by using LIV tester. An attempt to enhance light-harvesting efficiency and hence the light to current conversion efficiency by mixing Au nanoparticles TiO₂ paste. Au nanoparticle was selected because it can act as a medium between the dye and TiO₂ to increase the electron transmission speed. The Hibiscus dye in DSSC achieved an efficiency of 0.14%. However, the efficiency reduced to 0.000178% as Au NPs was added. The effects of the addition of Au nanoparticles are discussed.</p>			
2	1570761750	Siti Noor Suzila Maqsood ul Haque (Universiti Teknologi MARA, Malaysia)	Development of Biodegradable Food Packaging Incorporated with Pigment of Rose and Red Cabbage
<p>Food packaging is essential for maintaining the quality and safety of food. Excessive food packaging made out of plastics could be harmful to the environment. Plastic food packaging takes a long period of time to biodegrade while most of them do not biodegrade and harmful to the environment. In order to improve the properties of packaging and extend the shelf-life of packaged food, development of biodegradable food packaging is implemented by using natural and renewable resources as the main materials such as extracts from plants due to its ability to decompose and biodegrade in a short time. In this case, biodegradable polymers and films are needed to reduce the external influence of environment such as oxygen and moisture. In this paper, the usage of red cabbage and rose as pH indicator is introduced by using a solvents of ethanol and water in the production of film for packaging followed by the production of starch and chitosan solution and compare with commercial packaging. This paper will examine the results of chemical properties such as interaction in the mixture by using FTIR and biodegradability of the film, mechanical properties such as tensile strength, and physical properties such as pH, colour and the thickness of the film.</p>			
3	1570763200	Mohd Fauzi Ismail (Universiti Teknologi MARA, Malaysia)	Surface Topography Analysis for Process Diagnostic of Ultrasonic Vibration Assisted Grinding
<p>Application of electroplated diamond in ultrasonic vibration assisted grinding can be a candidate to replace the manual mirror finishing of stainless steel surface and ability to characterize the tool and work surfaces is important for understanding the tool-work interaction during the grinding process. In this study, an ultrasonic vibration assisted grinding on stainless steel surface using electroplated diamond tool is performed for the tool-work surface interaction diagnostic. The experiment used constant machining parameters, leaving the electroplated diamond tool as the only input variable. The experiment produce nine tool-work pairs for the analysis. A combination of reversal method and areal surface metrology is introduced to capture and prepare the topography data for characterization. The analysis results shows that the combination of reversal method and areal surface metrology can be used for the electroplated diamond tool working surface characterization in explaining its effect on the ultrasonic vibration assisted grinding of stainless steel surface for mirror finish.</p>			

Abstracts for Oral Presentation

CSSR 2021

4	1570763436	<p>Mohamad Mali and Jamaluddin Mahmud (Universiti Teknologi MARA, Malaysia); Aina Atiqah Azlan (Universiti Teknologi MARA, Malaysia); Siti Sufiah Binti Ariffin (Universiti Teknologi MARA, Malaysia); Nur Nadhirah Syafiqah Mohammad Musa (Universiti Teknologi MARA, Malaysia)</p>	<p>Compressive Failure Behaviour of Kevlar Epoxy and Glass Epoxy Composite Laminates Due to the Effect of Cutout Shape and Size with Variation in Fiber Orientations</p>
<p>The usage of composite laminates has increased because of the advantage of their tailorable properties and possess an adequate strength-to-weight ratio. Even though various past studies have been conducted to study the effect of the cutout on the composite laminates, there are still not many studies on the effect of various cutouts shapes such as square cutout, diamond cutout, and circular cutout related to Kevlar epoxy respectively which can be improved through this study. For better organization and clarity, this study uses ANSYS and starts the study with mesh convergence analysis and numerical validation before conducting failure analysis of Kevlar epoxy with various cutout shapes and fiber orientation. Results show a significant strength decrease in a plate with cutouts and concluded the reduction in strength is very much affected due to the material removal.</p>			
5	1570763532	<p>Abdullah Azmin Abdullah Suhaimi and Jamaluddin Mahmud (Universiti Teknologi MARA, Malaysia)</p>	<p>The Effects of Different Immersion Media on the Compressive Behaviour of Arenga Pinnata-Silicone Biocomposite</p>
<p>Arenga Pinnata (AP) is a natural fiber that possesses strong potential in replacing synthetic fibers in the future. By employing AP as a reinforcement for silicone rubber, results showed promising values in terms of sealing and cushioning applications due to high elastic property of silicone rubber paired with the excellent seawater resistance of AP fibers. This study aimed solely to determine the compressive behaviour of Arenga Pinnata-Silicone (AP-Sil) in various immersion media. Firstly, AP-Sil specimens ranging from 0wt.%, 4wt.%, 8wt.%, 12wt.% and 16wt.% fiber compositions were prepared. The specimens were then soaked to different immersion medium (water, and seawater) under room temperature condition. They were then tested in accordance to ASTM D349 and ASTM D575. It was found that higher fiber content will result with greater compression set values and are able to withstand much higher compressive stress. Also, water-soaked showed better results than that of seawater-soaked's. Neo-Hookean hyperelastic constitutive model was also simulated using Excel Solver tool to obtain the material constant values. Results showed that the model could predict the compressive behaviour of AP-Sil biocomposite well.</p>			

Abstracts for Oral Presentation

CSSR 2021

DAY 1	WEDNESDAY	DECEMBER 8, 2021
	4.30 pm - 5.30 pm	PARALLEL SESSIONS 2B
TRACK: SOCIAL CEREAIVITY & INNOVATION		

BIL	ID	AUTHORS	TITLE
1	1570764190	Nor Lelawati Jamaludin, Husaini Hasimi, Siti Salwa Isa and Abu Ali (Universiti Teknologi MARA, Malaysia)	Fostering Innovation Through Knowledge Transfer and Social Capital in the Hospitality Industry
<p>Confronted with fierce competition and the current global economic crisis, it becomes a hot topic in the Hospitality Industry on how to maintain and raise revenues. Research has confirmed that shifting focus to innovation presents a new perspective on value creation and increase performance. Thus, this research purposed to measure the innovation creation of employees in hospitality industries through the knowledge transfer process. The respondents are from Hotels Under Marriott International Inc. The data were collected using an online survey among (n = 200) top, middle, and lower managers in Malaysia. A structural equation model using SPSS-analysis of moment structures (AMOS) was developed to examine how the variables were related. Results showed that: (1) Knowledge transfer is related to innovation capability; (2) Social capital is related to innovation capability and (3) Social capital is related to knowledge transfer. The novelty of this research is the contribution of the present body of knowledge through the development of the adapted model of knowledge transfer-social capital-innovation capability concerning the hospitality industry. The findings could guide stakeholders and policymakers in formulating plans and action towards the betterment of the knowledge transfer process that can elevate the innovation capability of the organization.</p>			
2	1570764663	Rachel Samuel and Idris Osman (Universiti Teknologi MARA, Malaysia)	Emotional Intelligence and Perceived Social Support Among Employees of Service Sector
<p>The main objective of this study is to determine whether perceived social support affects Emotional Intelligence. The hypotheses that is intended to be proven here is that Emotional Intelligence can be used as a measure of mental wellness in individuals. Emotional Intelligence is said to have two main dimensions, that is one of personal competence and the other that of social competence. Perceived social support has been accepted as support coming from family, friends and the significant other. As Emotional Intelligence is important in the sense that it helps individuals regulate the overflow of emotional energy welling within one self and also help others around them cope with those overflowing emotions, hence this study is perceived as beneficial. This study targets the service sector employees as the sector currently faces a multifarious variety of challenges emanating from the global pandemic. A total of 536 responses were taken and PLS-SEM was used and applied to analyze and test out the hypotheses. From the results it became obvious that social support affects both personal and social competencies. However, in the final analysis perceived social support turned out to have a stronger influence on personal competency.</p>			
3	1570766092	Idris Osman and Suhailah Kassim (Universiti Teknologi MARA, Malaysia); Mohd Zailani Othman (Universiti Teknologi MARA, Malaysia); Idaya Husna Mohd (Universiti Teknologi MARA, Malaysia); Suraya Hamimi Mastor (Universiti Teknologi MARA, Malaysia); Maryam Jameelah Mohd Hashim (Universiti Teknologi MARA, Malaysia)	An Analysis of Individual Entrepreneurial Orientations in Predicting Malaysian Engineers' Intention to Quit the Jobs Using PLS-SEM Approach
<p>Integrating technology and engineers behaviours is critical for successfully aligning technical character and entrepreneurial skills for engineers-entrepreneur roles within organisations. Although a substantial body of work on entrepreneurial orientations has examined the implications for the job and organisational performance, growth, and productivity, very few studies have examined engineer's intention to quit (ITQ) present employers. A model based on entrepreneurial orientation theory was developed to investigate the influence of individual entrepreneurial orientation (IEO) on the engineers' ITQ. The data were analysed using the Partial Least Squares-Structural Equation Modelling to validate the research model and hypotheses. The findings reveal that the more innovativeness, proactiveness, risk-taking, and competitive aggressiveness an organisation practises, the less likely engineers' ITQ current jobs. The benefits of successfully adopting IEO increased engineers' knowledge, experiences and competencies required to perform engineering jobs. Creating a new role for engineers as entrepreneurs have met engineers' career aspirations, allowing for the development of additional critical engineering talents. Theoretically, this research extends the value of entrepreneurial orientation functions in predicting engineers' ITQ. Additional research and knowledge are required to incorporate the roles of IEO and engineers' behavioural expectations in order to address engineering talent shortages in a competitive labour market.</p>			

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CSSR 2021

4	1570768259	Nurdiana Mohd Nordin and Mazlina Pati Khan (Universiti Teknologi MARA, Malaysia)	The Challenges of Preservation Technique in Islamic Arts Museum Malaysia
<p>Museums play a crucial role in preserving local culture. Their collection is mainly unique and constitutes the raw material. Museums have been founded for a variety of purposes to serve as recreational facilities, scholarly or educational resources. Some challenges of preservation technique often become a barrier to manage its collection. However, it can be solved with suitable recommendations. There are three main issues discussed in the study which are the preservation technique, preservation implementation, and challenges. These three issues are analyses and become the main factors affecting preservation techniques applied in Islamic Arts Museum Malaysia (IAMM). In today's situation, a proper preservation technique and action can slow down the rate of deterioration so that museum materials of the collection will last for hundreds of years to come. Such effort can be beneficial for the reference of future generations. Collections in the museums have historical values and it is crucial in ensuring the preservation of these collections. The museum as a place for storing and preserving these materials has a critical role to play in ensuring the longevity and accessibility of the materials whenever they are required by their patrons. The challenges in preserving materials need to be overcome with new techniques of preservation and restoration. It is important to analyse the problems and overcome them with suitable preservation measures.</p>			
5	1570768322	Parmjit Singh and Teoh Sian Hoon (Universiti Teknologi MARA, Malaysia); Nurul Akmal Md Nasir (Universiti Teknologi MARA, Malaysia); Cheong Tau Han, Nor Syazwani Mohd Rasid and Joseph Boon Zik Hong (Universiti Teknologi MARA, Malaysia)	An Assessment of High School Leavers' Development of Mathematical Thinking
<p>The prime rationale of the high school math curriculum is to develop the intellectual mind of learners who are able to think and apply the learnt content solving problems of different areas of learning. This study aims to evaluate the levels of the students' mathematical thinking in the context of their preparation in facing the challenges of the tertiary level math curriculum. A quantitative descriptive design was employed to assess 649 high school leavers, ages 18 to 19 years on their current level of mathematical thinking. These students were adjudged as above average based on the Math grades obtained in their Malaysian Certificate of Education (SPM) examination. The findings depict students' low level of mathematical thinking attainment in terms of their paucity in critical thinking and creative thinking to solve higher-order thinking tasks. They also lack in heuristics repertoire as a guide to employing their contextual knowledge in solving fundamental non-routine problems. In short, there seems to be a mutual exclusivity between the content in school learning and the ability of students to think mathematically. Thus, the ability of the students in facing hurdles and challenges at the tertiary level is a matter of concern and must be further examined.</p>			
6	1570768518	Siti Nurellyza Suria Ab. Rahim and Nor Lelawati Jamaludin (Universiti Teknologi MARA, Malaysia); Siti Suriawati Isa (Universiti Putra Malaysia, Malaysia)	Fostering Innovation in Education Industry: The Mediating Role of Knowledge Transfer
<p>The education industry is debating how to grow profits in the face of strong competition and the current global economic crisis. Focusing on innovation, according to research, provides a new viewpoint on value generation and performance enhancement. Thus, the goal of this study was to assess how personnel in the education industry create innovation through absorptive capability, knowledge transfer, and psychological empowerment. The respondents are from Universiti Teknologi MARA, Shah Alam. The data was collected by using a questionnaire to the 383 administrative staff. The data was analysed using Statistical Package for the Social Sciences 25 (SPSS 25). Results showed that: knowledge transfer mediate the relationship between (1) absorptive capacity and innovation capability And (2) psychological empowerment and innovation capability. The novelty of this research is the contribution of the present body of knowledge through the development of the adapted model of innovation capability concerning the education industry. The findings may also assist stakeholders and policymakers in developing a plan and taking action to improve organization's innovative capability.</p>			

Abstracts for Oral Presentation

CSSR 2021

DAY 2	THURSDAY	DECEMBER 9, 2021
	8.30 am - 10.00 am	PARALLEL SESSIONS 1A

TRACK: CYBER TECHNOLOGY, HEALTH & WELLNESS, ENERGY & ENVIRONMENT

BIL	ID	AUTHORS	TITLE
1	1570761133	Muhammad Shahmir Selamat, Ruhizan Liza Ahmad Shauri and Ahmad Badiuzzaman Roslan (Universiti Teknologi MARA, Malaysia)	The Effect of Impedance Stiffness Parameter to Grasping Force for Different Object Textures
<p>Previously, impedance stiffness parameter has been proven to be the most influential. However, the work has not been tested in real-time experiment to verify the efficiency of the chosen parameter values for successful grasping. In this work, a new 6-axis force/torque sensor and the interface system developed in a separate study were used to analyze the effect of varying the stiffness parameter for grasping objects of different textures. The three-fingered robot hand was tested for real grasping on a bottle and a ball that represent a harder and softer object texture, respectively. The stiffness parameter was varied at 1000, 500 and 250 while the measured force data were collected for analysis. The stiffness at 1000 has shown the most significant difference of the force rate between the grasping of the two objects. Besides, at the same stiffness, the force rate data are most frequent in the range of 0 to 0.2 for the ball compared to 0.2 to 0.4 for the bottle, which concluded that the force rate for bottle is higher than ball. This shows that object texture is a feasible parameter to be used for designing an autonomous object grasping based on grasping force in the future.</p>			
2	1570762794	Aumuhaimi Md Yusof (Universiti Teknologi MARA, Malaysia); Muhamad Khairulnizam Zaini (Universiti Teknologi MARA, Malaysia); Irni Eliana Khairuddin (Universiti Teknologi MARA, Malaysia); Nora'ayu Ahmad Uzir (Universiti Teknologi MARA, Malaysia)	Digital Trust Model for Mitigating Cybersecurity Challenges in A Growing Malaysia's Digital Economy
<p>There has not been much attention given to the impact of exposure of Malaysian businesses to high levels of cyber-attacks, especially those related to the digital economy era. The lack of attention to this research area indicates that cybersecurity management in this new age economy is an uncharted territory and requires further investigation. Yet, recognizing the concept of cybersecurity in digital economy is fundamental to overcome security challenges. This paper offers a review of relevant work on cybersecurity and its technology specifically in the digital economy, and critically examines its value in understanding how it could overcome certain issues in the digital economy's ecosystems. Several limitations of the current theories and models of trust are identified, and a conceptual framework for the research is proposed and discussed on ways to explore some specific cybersecurity challenges raised by the digital economy's ecosystems as well as overcoming them.</p>			
3	1570765974	Irni Eliana Khairuddin (Universiti Teknologi MARA, Malaysia); Muhamad Khairulnizam Zaini and Sohaimi Zakaria (Universiti Teknologi MARA, Malaysia); Nora'Ayu Ahmad Uzir (Universiti Teknologi MARA, Malaysia)	Credential Verification on Blockchain: A Conceptual Framework of Internet of Education (IoE) for Tertiary Education
<p>Students spend years in higher academic institution intending to obtain higher qualification for a better quality of life. Although the focus is to be awarded with the academic scroll, however along the journey in university, student might engage with not only academic affairs but also with other activities which contribute to elevating the level of their soft skills. This includes the credential that they receive from volunteerism, club, sports, and short courses. Though, these credentials are mostly in physical form and scattered. Furthermore, there is also an issue on credential fraud which involve syndicate that produces fake degree and certification. Hence, a comprehensive verification system to ensure the authenticity of the credential is vital. At present, most of the credential verification procedure in university is conducted manually, which cause time-consuming and tedious process. Therefore, a verification system underlying the decentralized blockchain technology could be an alternative. Internet of Education (IoE) is a framework that is designed for credential verification in academic institution. Thus, in this paper, we intend to adopt the conceptual the IoE framework for credential verification process and redesign it specifically for tertiary education.</p>			

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CSSR 2021

4	1570775020	Zarina Zahari (Universiti Teknologi MARA, Malaysia)	The Association Between Psychological Distress and Low Back Pain Among Students of Health Science During COVID-19 Pandemic
<p>Objectives: i) to identify level of psychological distress among students with and without low back pain (LBP) during the COVID-19 pandemic ii) To determine the association between psychological distress and LBP among students during the pandemic. Methods: A cross-sectional study recruited 420 students from the Faculty of Health Science, UiTM Puncak Alam. An online survey tool had been distributed to students via social network platforms. The questionnaires included the demographic of participants and Kessler Psychological Distress Scale. Results: A total of 413 students of 420 were included for analyses. The prevalence of LBP was 61% among the students with severe (51.6%), moderate (22.6%) and mild (12.3%) psychological distress than those without LBP. There was also a significant association between psychological distress and LBP ($X^2= 35.94$, $p<0.001$). Conclusions: This study suggests that there is association between psychological distress and LBP among the students. They also presented with severe and moderate psychological distress among those with LBP.</p>			
5	1570770071	Nur Ain Mohd Zainuddin (Universiti Teknologi MARA, Malaysia)	Reduction of Hexavalent Chromium to Trivalent Chromium Using Sludge from Acetylene Gas Production
<p>Electroplating industry generate harmful anionic heavy metals which is Hexavalent Chromium (Cr^{6+}) that need to be treated before can be discharged into the environment as follow Environmental Industry (Effluent Regulation) 2009. These Cr^{6+} need to reduce to chromium trivalent (Cr^{3+}) using a reducing agent before undergo precipitation process for complete removal of (Chromium) Cr component. The common reducing agent is using Sodium Metabisulphite (SMBS). These chemical generated harmful gases which are Hydrogen Sulfide (H_2S) and Sulfur dioxide (SO_2). Circular economy practices encouraged by Department of Environment (DOE) such as by repurposing industrial waste, where the undesired by product is seen as a potential resource for other purposes. In this study, sludge from Acetylene gas production was used as reducing agent. Acetylene production sludge (APS) contains high in (Calcium) Ca element and (Ferum) Fe ions that are essential for the reduction of Cr^{6+} to Cr^{3+}. The analysis of APS characterization was done by XRF and XRD instrument with the result of high Ca and Fe ions with $(Ca(OH)_2)$ alkaline properties. The initial concentration of Cr^{6+} is 3.25 mg/L using HACH Method 8023 and the initial total Cr concentration is 1124 mg/L was analyzed by ICP-AES. The result in the effect of pH variation using APS as a reducing agent was at pH 5.51 that shown 1.25 mg/L which is the lowest Cr^{6+} concentration value with 320.2 mV of ORP value. At that pH, the dosage was 1.15 ml with 61.5% reduction that is the highest % reduction. Next, the effect in volume APS variation shown that Cr^{6+} was 100% successful reduce at pH 6.04 with volume APS use at 1.8 ml with 264.9 mV of ORP value.</p>			

Abstracts for Oral Presentation

CSSR 2021

DAY 2	THURSDAY	DECEMBER 9, 2021
	8.30 am - 10.00 am	PARALLEL SESSIONS 1B
TRACK: INDUSTRIAL TECHNOLOGY		

BIL	ID	AUTHORS	TITLE
1	1570763636	Mohd Arif Mat Norman (Universiti Selangor & Universiti Teknologi MARA, Malaysia); Jamaluddin Mahmud and Mohd Nor Azmi Ab Patar (Universiti Teknologi MARA, Malaysia)	A Prediction Model for Natural Frequencies on Kevlar/Glass Hybrid Laminated Composite Using Artificial Neural Networks (ANN)
<p>This paper aims for a prediction model for natural frequencies on Kevlar/Glass hybrid composite plates using Artificial Neural Networks (ANN). Finite element analyses had carried out by varying the layup orientations, 0°, 15°, 30°, 45°, 60° and 90° for training and testing of the prediction model. The hybrid laminated composite plate had modelled using a layered structural shell element. The natural frequencies were analysed using finite element (FE) analysis software. The ANN for prediction of natural frequencies model had developed using a two-layer feed-forward training network model. The adequacy of capabilities in predicting natural frequencies using ANN had verified by the coefficient of determination (R2). It had observed that the R2 values were over 0.995. The results showed the prediction model using ANN had sufficient enough in predicting the natural frequency of hybrid composite plates. Moreover, the prediction results ANN were in good agreement with the finite element analysis (FEA) with an error rate of less than 5%. Generally, this study contributes significant knowledge to understand the prediction of natural frequency on hybrid laminated composite using the ANN model.</p>			
2	1570763656	Ir. Noor Idayu Mohd Tahir and Jamaluddin Mahmud (Universiti Teknologi MARA, Malaysia)	A Comparison Study of Hybrid Composite Laminate Failure Using Finite Element Analysis and Artificial Neural Network
<p>A composite material's failure behaviour is difficult to predict because of its spontaneity. Failure prediction of hybrid composite laminates under uniaxial stress were studied using Finite Element Analysis (FEA) and Artificial Neural Network (ANN). Changes in orientation of the fibres can reveal the failure behaviour of composite laminates. The implementation of constructing finite element models was carried out to replicate physical testing. The Maximum Stress and Tsai-wu Failure Criteria were used in order to predict laminate failure. Uniaxial tensile load tension was applied to composite plates, having 24 layers. The failure condition was attained based on FPF loads. In addition, the ANN tool in MATLAB was also used to predict the failure of the same composite laminates. Finally, the simulated data from ANSYS was compared to ANN model failure data. The predicted failure between ANSYS and MATLAB was caused by the slight percentage inaccuracy of the output. The methods produced more realistic and reliable results, with FEA results closely matching the analytical results. Thus, the advances of knowledge about predicting failure behaviour in hybrid composite laminates using artificial neural networks (ANNs) in this study is noteworthy.</p>			
3	1570763925	Nur Nabila Mohd Nazali (Universiti Teknologi MARA, Malaysia); Abdul Halim Abdullah (Universiti Teknologi MARA & Board of Engineer Malaysia, Malaysia); Nor Fazli Adull Manan (Faculty of Mechanical Engineering & Universiti Teknologi MARA, Malaysia)	Comparing Boundary Conditions on Hybrid Biomaterials Using Computational Analysis
<p>To make hybrid biomaterials, scientists combine the immunomodulatory capabilities of correctly produced biologic materials with the tunable and mechanical attributes of synthetic materials. The purpose of this research is to examine and evaluate the biomechanical properties of biomaterials such as stress, strain, and stretch under two different boundary conditions. The simulation was carried out using Ansys Mechanical APDL, and development on a dog bone-shaped model to simulate the biomaterial began. The skin is modelled as a non-linear hyperelastic that is Odgen and Neo Hookean in this study. They were studied under three different boundary conditions: applying parallel forces to the x axis, applying force at a 30-degree angle, and using two separate categories of parameters: =0.048, =7.073 and =0.020, =9.249 The model's elongation at several force values, such as F1=14N, F2=27N, F3=40N, F4=54N, F5=67N, and F6=80N. As a result, the stress-stretch curves demonstrate that Anterior-Posterior (AP) has more stretch than Dorsal-Ventral (DV), and that the angle of orientation has an impact on biomechanical parameters. The results demonstrate that the current study is important and has added to our knowledge of biomechanics. In the future, this could benefit soft tissue research and analysis, hyperelastic modelling, and animal dermatology.</p>			

Abstracts for Oral Presentation

CSSR 2021

4	1570765990	Mohd Afzan Mohd Anuar, Ahmad Fikri Farabi Ghazali, Mohd Fairuz Mohd Miswan and Muhamad Azhan Anuar (Universiti Teknologi MARA, Malaysia)	Biodynamics Characterization of Subject Specific Lumbar Spine Under Ambient Condition Using Operational Modal Analysis
<p>Determination the dynamic behaviour of lumbar spine is vital key to understand entirely the cause of backpain. This study examined the efficacy of Operational Modal Analysis (OMA) to predict the fundamental resonance frequency of lumbar spine during ambient condition. The ultimate goal of this study is to determine the subject specific fundamental resonance frequency and vibration mode of L4-L5 (one motion segment). Operational modal analysis was performed on a healthy subject (H = 1.65 m, W = 58 kg) underwent jumping activity. Four uniaxial accelerometers were mounted on L4-L5 segments. The accelerometer output responses were acquired and processed in OMA to obtain the of lumbar spine. The dynamic characteristics, such as natural frequencies and mode shapes, were obtained through peak picking technique in the Frequency Domain Decomposition (FDD) algorithm. The required parameters were decomposed from the Singular Value Decomposition (SVD) plot and the results were verified using AutoMAC algorithm. The resonant frequencies for axial mode, flexion-extension mode and anterior-posterior mode were 1.31 Hz, 2.63 Hz and 5.25 Hz. The results demonstrated the potential of OMA using FDD algorithm in measuring the dynamic characteristics of human lumbar spine.</p>			
5	1570775503	Ilya Izyan Shahrul Azhar (College of Engineering & Universiti Teknologi MARA, Malaysia); Sabreena Wam (Universiti Teknologi MARA, Malaysia)	Modelling and Simulation of Quasi-Static Indentation of Kenaf/Epoxy Composite
<p>Performance of composites loaded in quasi-static indentation influenced by properties of reinforcement fibers, fiber volume fraction, fiber orientation and the layup sequence of the composites. In this study, the effect of fiber orientation of 0°, 15°, 30°, 45°, 60°, 75°, and 90°, and layup sequence of [(+θ,-θ)4]s and [±θ2,04]s on quasi-static indentation properties of fiber-reinforced polymer (FRP) composites were determined through modelling and simulation analysis using ANSYS software. The effect of fiber types, i.e., Kenaf fiber and Glass fiber, the effect of fiber volume fraction, i.e., Glass FRP composite with fiber volume fraction of 60% and 30%, on quasi-static indentation properties and penetration depth properties were simulated and analyzed. It is found that as the fiber orientation angle increases from 0° to 45°, the maximum quasi-static indentation strength increases, and then start to decrease until 90°. The highest maximum quasi-static indentation strength of Kenaf FRP composite was observed at 45° fiber orientation with 39.2MPa and 40.3MPa for layup sequence of [(+θ,-θ)4]s and [±θ2,04]s, respectively. The highest maximum penetration depth of the composite was observed at 45° fiber orientation with 0.312 mm and 0.315 mm for both layup sequences. Addition of 0° fiber orientation into layup sequence of [±θ2,04]s was found to be helpful in increasing the curve of maximum quasi-static indentation stress of Kenaf FRP composite by 25%.</p>			

Abstracts for Oral Presentation

CSSR 2021

DAY 2	THURSDAY	DECEMBER 9, 2021
	8.30 am - 10.00 am	PARALLEL SESSIONS 1C
TRACK: SOCIAL CREATIVITY & INNOVATION		

BIL	ID	AUTHORS	TITLE
1	1570769806	Sukainah Hasanuddin (Universiti Teknologi MARA, Malaysia)	Business Development Strategy - A Case Study at the Fastest Food Packaging Converter Printing Company in Malaysia
<p>This study focused on the challenges facing by a food packaging converter, Company A using the flexography technology from Koenig & Bauer as the first Asian country that invests with the technology enable them to define new yardsticks in the packaging sector. However, to become a leading one-stop solution provider to support all packaging requirements from global clients, they must invest with new technology for business development strategy in future. This study also discussed strategic on material usage with the new printing technology. Now, the food packaging converter industry thriving to the next level of business growth by partnering with a subsidiary of international packaging company to sustain its business continuity as a global alliance of packaging printing companies.</p>			
2	1570771914	Zuriati Mohamed Shaari (Faculty Art & Design, Universiti Teknologi MARA, Malaysia); Abdul Halim Husin and Azman Ismail (National Academy of Arts, Culture and Heritage (ASWARA), Malaysia); Noor Hidawati binti Mohamed Amin (Faculty Art & Design, Universiti Teknologi MARA, Malaysia); Verly Vermol (Universiti Teknologi MARA, Malaysia)	Safeguarding Malay's Folktales Through Interactive Online Art Exhibition
<p>Folktales are the oral tradition passed down from various generations through storytelling, writing, performing and visual presentation. It represents the culture and identity of a society. People in Malaysia recognize the value of Folktales to convey messages in reprimands, guidelines and satire. However, this Folktales is increasingly forgotten by today's generation. This study is taken from Sang Kancil's stories, a classic literary manuscript published by Dewan Bahasa dan Pustaka (2015). The focus of the study is on The Mousedeer Counting Crocodiles tale. The objective of this study is to generate the story of The Mousedeer Counting Crocodiles in the form of drawings. It will be presented in an online art exhibition using the Artsteps application. The development of the exhibition referred to Graham Wallas's Model of the Four Stages of Creativity. The stages are referring to (i). Preparation, (ii). Incubation, (iii). Illumination and (iv). Verification.</p>			
3	1570774877	Efy Azirah Majid, Siti Aishah Rizal, Ain Nursyahirah Mohd Fadzir, Nur Alia Zaheera Mohd Faizal and Mohd Haris Abdul Rani (Universiti Teknologi MARA, Malaysia)	Laws Governing Renewable Energy Production of Malaysia and Canada: A Comparative Analysis
<p>Centuries of technological and economic support ingrain the use of fossil fuels deeply hence transitioning from fossil fuels to renewable energy requires a set of policies and legal frameworks that are efficient. Achieving widespread implementation of renewable energy involves substantial challenges namely inefficiency of policies, lack of financial assistance as well as unsecured economic instruments. Adopting the comparative method and research interviews, this research compares the comprehensiveness, as well as the effectiveness of laws governing renewable energy in Malaysia with Canada and to provide some critical insight into the legal frameworks governing renewable energy in Malaysia.</p>			

Abstracts for Oral Presentation

CSSR 2021

4	1570775113	Suwito Eko Pramono, Inaya Sari Melati and Atika Wijaya (Universitas Negeri Semarang, Indonesia); Zahariah Sahudin (Universiti Teknologi MARA, Malaysia); Hasni Abdullah (Universiti Teknologi MARA, Malaysia)	Modelling Factors Encouraging Knowledge Sharing Culture as a Socio-Innovation in Collaborative Era
<p>This study aims to confirm how fit measured indicators describing knowledge sharing behavior among faculty members of Higher Education Institution (HEI) to stimulate higher collaboration works supporting Independent Learning, Freedom Campus (Merdeka Belajar Kampus Merdeka-MBKM) program in Indonesia. Some independent variables were proposed in this study, including personal forces (autonomy, normative beliefs on knowledge sharing, leadership, and attitude toward knowledge sharing) and institutional forces (expected rewards and associations, expected contribution, structure, technology platform, affiliation to institution, and affiliation to discipline). As many as 264 Indonesian faculty members were participated in this study using anonymous google form. Using Confirmatory Factor Analysis (CFA), this study established the reliable constructs for both personal and institutional forces. The policy makers can use this model to identify the knowledge sharing intention among faculty members in order to design appropriate interventions.</p>			
5	1570775192	Atika Wijaya, Suwito Eko Pramono and Inaya Sari Melati (Universitas Negeri Semarang, Indonesia); Norol Hamiza Zamzuri and Mohd Hafiz Hanafiah (Universiti Teknologi MARA, Malaysia)	Survival Strategy of Tourism Business Actors During Covid-19 Pandemic: A Case Study of Karimunjawa Island Marine Tourism in Indonesia
<p>Tourism is a sector that was impacted by the Covid-19 pandemic. The restriction to travel and conduct outdoor activities made a substantial economic loss for business tourism actors. Out of many types of tourism destinations, the islands tourism destination is more devastated due to limited resources in islands. Therefore, this paper aims to identify and explain the survival strategy of tourism business actors during the Covid-19 pandemic in 2020 and 2021. To answer the objective, qualitative research employed in this study. The data collection conducted by in-depth interviews, focus group discussion, observation, and document analysis. The research located in Karimunjawa Island, a small island in Central Java, Indonesia. The results show that the impact of the Covid-19 pandemic in Karimunjawa Island had never happened before, which made tourism business actors lose their jobs and income. Consequently, most of the tourism business actors used their savings to survive and find other jobs that possible. This research could be used as an insight for the government and tourism stakeholders to revive tourism in small islands.</p>			

Abstracts for Oral Presentation

CSSR 2021

DAY 2	THURSDAY	DECEMBER 9, 2021
	11.00 am - 1.00 pm	PARALLEL SESSIONS 2A
TRACK: INDUSTRIAL TECHNOLOGY		

BIL	ID	AUTHORS	TITLE
1	1570775506	Ilya Izyan Shahrul Azhar (College of Engineering & Universiti Teknologi MARA, Malaysia); Muhamad Afnan Jamal Abd Nasir (Universiti Teknologi MARA, Malaysia)	Maximum Quasi-Static Indentation Stress Analysis of Flax/Epoxy and Glass/Epoxy Polymer Composites
<p>Studies are being conducted to increase natural fiber qualities to replace synthetic fiber partially. With the advancement of technology, modelling and simulation techniques may be used to complete the research. Because the procedures are effective in addressing any material model, boundary conditions, and complicated form structure, they are advantageous. The quasi-static indentation test is carried out in this project using ANSYS APDL, a type of FEA software. There are two type of fiber were used i.e Flax and Glass (Vf=40% and Vf=30%). The effect of the fiber ply orientation (0°, 15°, 30°, 45°, 60°, 75°, and 90°), lay-up sequence symmetric [(+θ,-θ)4]s and [(±θ)2,04]s, and fiber volume fraction on the maximum quasi-static indentation stress of each composite is investigated in this study. The maximum stress of composites in quasi-static indentation testing is influenced by a few parameters, according to simulation and modelling for glass/epoxy (Vf=60%), glass/epoxy (Vf=30%), and flax/epoxy (Vf=43%) composites. In the quasi-static indentation test, the composite with the [(+θ,-θ)2,04]s lay-up sequence had a greater maximum stress than the composite with the [(+θ,-θ)2]s lay-up sequence. The fiber volume fraction is another factor that determines the composite's maximum stress.</p>			
2	1570775518	Jamaliah M Said (Universiti Teknologi MARA, Malaysia)	Maximum Bending Stress Analysis of Jute/Epoxy and Glass/Epoxy Polymer Composites
<p>The use of fibres in the industry keeps on expanding each day to fulfil the industries' demands. The two types of fibre: synthetic and natural fibres, have strengths and flaws that benefit each application. Synthetic fibres are more favourable compared to natural fibres as they have better mechanical properties than natural fibres. However, as they are not biodegradable, synthetic fibres in the application affect the environment. Thus, using natural fibres as the alternative will alleviate the negative impact, but their properties are not as excellent as synthetic fibres. There are studies done to improve natural fibre properties to replace synthetic fibre, even though not entirely. With the evolution of Technologies, the research can be accomplished by using modelling and simulation techniques. The techniques benefit as they are efficient in solving any material model, boundary conditions and complex shape structure. Finite element analysis (FEA) is the tool for modelling and simulation that save time and reduce cost. In this project, the flexural test is performed with ANSYS APDL, one of the FEA software. The maximum stress of each composite is influenced by the fibre ply orientation, lay-up sequence, and fibre volume fraction are analysed in this project. The maximum bending stress for glass/epoxy (Vf=60%), glass epoxy (Vf=30%) and jute/epoxy (Vf=30%) of lay-up sequence [(+0,-0)2]s is 214.64 MPa, 153.77 MPa and 82.91 MPa, respectively. For lay-up sequence of [(+90,-90)2]s the maximum bending stress is 55.41 MPa, 18.39 MPa and 8.37 MPa for glass/epoxy (Vf=60%), glass/epoxy (Vf=30%) and jute/epoxy (Vf=30%), respectively. In addition, the influence of off-axis plies in the 0° fibre ply orientation can be seen in the maximum bending stress of [(+90,-90)2,04]s lay-up sequence. The maximum bending stress for glass/epoxy (Vf=60%), glass/epoxy (Vf=30%) and jute/epoxy (Vf=30%) of lay-up sequence [(+90,-90)2,04]s is 83.39 MPa, 23.04 MPa and 17.92 MPa, respectively. The 0° fibre ply orientation shows the highest maximum stress, σ compared to 45° and 90° for bending tests. The lay-up sequence of 0° plies with off-axis angles shows the highest maximum stress compared to ±θ plies composites.</p>			
3	1570775552	Jamaliah M Said (Universiti Teknologi MARA, Malaysia)	Maximum Flexural Stress Analysis of Hemp/Epoxy and Glass/Epoxy Polymer Composite via ANSYS Simulation
<p>Flexural test is performed to obtain the flexural properties of polymer matrix composites using a bar of rectangular cross section supported on a beam and deflected at a constant rate. Flexural properties of a composite depend on the properties of the fibre reinforced composite (FRP) and the fibre sequence architecture. In this study, the maximum flexural stress and the deformation of the FRP composite were determined using modelling and simulation through ANSYS software. Moreover, the effect of fibre ply orientation, stacking ply sequence of supporting ply angle 0° and fibre volume fraction were also analysed. Upon the completion of this project, it is found that as the fibre orientation increases from 0° to 90°, the value of maximum flexural stress will decrease exponentially with a certain value of strength percentage reduction. For hemp FRP composite with fibre ply orientation at 0°, the maximum flexural stress is at fibre orientation 0° with the value of 61.28 MPa and the lowest value is at fibre orientation 90° with the value of 6.34 MPa. It is also found that the laminates with supporting ply angle 0° have lower strength percentage reduction compared to the laminates without the supporting ply angle in which hemp FRP composite with supporting ply angle 0° have strength reduction index of 2.0 whereas hemp FRP composite with no supporting ply only have the index of 1.4.</p>			

4	1570778471	Muhammad Syafiq Md Nor (Universiti Teknologi MARA, Malaysia); Zuraidah Salleh (Universiti Teknologi MARA, Malaysia); Nik Rozlin Nik Mohd Masdek (Universiti Teknologi MARA, Malaysia); Sahril Kushairi (Universiti Teknologi MARA, Malaysia); Nang Jamilah Nik Omar (Perak Drainage and Irrigation Department, Malaysia)	Surface Properties of Ternary Alloys Synthesised with Different Electroplating Parameters
<p>Stainless steel 304 (SS304) is one of the widely used steel fasteners in both commercial and industrial sector. However, stainless steel is susceptible to failure in harsh corrosive environment despite its good corrosion resistance. Nowadays, electrodeposition process is gaining traction as a flexible method to improve surface properties using various types of alloys. In this study, Co-Ni-Fe alloy was chosen as a protective coating for SS304 bolts. First, deposition time of 15, 30, and 45 minutes and current density of 28, 35, and 42 mA/cm² were shortlisted as variable plating parameters. The electroplated samples were characterised in terms of surface roughness, microhardness, surface morphology and surface composition. The relationship between these properties and plating parameters (deposition time and current density) were explored. In most cases, surface roughness and microhardness had similar trends. Both properties had lower values as deposition time increased. On the other hand, current density did not have that relationship with surface roughness.</p>			
5	1570778472	Muhammad Syafiq Md Nor (Universiti Teknologi MARA, Malaysia)	Effects of Current Density and Deposition Time on Corrosion Behaviour of Nickel-Based Alloy Coatings
<p>Corrosion of fasteners is an on-going issue and stainless steel 304 (SS304) also prone to this destructive process. One method to mitigate corrosion is electrodeposition of Co-Ni-Fe nanoparticles. This paper studied the effects of deposition time and current density on corrosion behaviour of Co-Ni-Fe coated SS304 bolt. Co-Ni-Fe ternary alloys were electrodeposited onto SS304 bolt in 15, 30, or 45 minutes by using current density of 28, 35, 42 mA/cm². Combinations of these parameters produced 9 samples. These samples were electrochemically tested by a potentiostat using open circuit potential (OCP) and potentiodynamic polarization (PDP). The samples were also characterised in terms of surface roughness and thickness of the coatings by using 3D surface metrology system. The OCP value decreased when deposition time was increased. All sample synthesised in 30 minutes had a more stable OCP curve. PDP curves exhibited active behaviour without passivation region. The corrosion potential (E_{corr}) of T15 samples were more anodic than T30 and T45 samples. The corrosion current density (I_{corr}) of all samples were fluctuated. Sample synthesised in 30 minutes using 42 mA/cm² had the lowest corrosion rate. It was found that the surface roughness influences the corrosion behaviour in which a lower surface roughness tends to produce coating with better corrosion performance. Current density had small effect on the thickness of coating, whereas the tendency of a thickness increase was obvious for deposition time.</p>			

Abstracts for Oral Presentation

CSSR 2021

DAY 2	THURSDAY	DECEMBER 9, 2021
	11.00 am - 1.00 pm	PARALLEL SESSIONS 2B
TRACK: SOCIAL CREATIVITY & INNOVATION		

BIL	ID	AUTHORS	TITLE
1	1570779058	Muhammad Salehuddin Zakaria, Rafeah Legino and Kamal Abdul Aziz (Universiti Teknologi MARA, Malaysia)	The Concept of National Identity in the Artwork of Female Artists in Malaysia
<p>This research is ongoing to determine the concept of national identity in two works by Malaysian female artists, Fatimah Chik and Khatijah Sanusi. The research began with a survey of the relevant literature, which included examples of National Identity-related works, as well as visual data on the works of Malaysian women artists collected through photographs and digital recordings taken during visits to artist galleries and studios. The process of identifying and determining the concept of National Identity in the works of Malaysian female artists is divided into categories based on the artwork's individual profile. The artwork's emphasis and criteria will then be mapped with pertinent data consolidated in the phenomena of national identity and linked to the National Cultural Congress's investigation (NCC). Women's attitudes in the production of artworks are reflected in the concept of National Identity in the work of female artists through works that highlight culture, family, accuracy, and nuance of women's attitudes in the production of artworks.</p>			
2	1570779492	Mohamad Fareez Azuan (Management and Science University, Malaysia); Mohd Azhar Samin (Faculty of Art & Design, Universiti Teknologi MARA, Malaysia); Rafeah Legino (Universiti Teknologi MARA, Malaysia)	Natural Fabric with Pineapple Fibres Used as a Batik Medium
<p>The purpose of this research is to determine the long-term viability of pineapple fibre (natural fabric), which is used in the production of Malay Batik products. Malaysia was the first country to use pineapple leaf fibre, which was in the 1930s. Pineapple leaf fibres are currently being used as a raw material for textile production in Malaysia, which coincides with the country's growth in textile production. The purpose of this research is to determine the long-term viability of pineapple fibre in the Malaysian batik industry. Field study methods, library research, and interviews were used in this investigation. One of the novel aspects of this research is that it aims to raise awareness and acceptance among Malay batik producers regarding the use of natural pineapple fabric.</p>			
3	1570780042	Susiana Susi Susiana (Economic Faculty Andalas University-Padang-Sumatera Barat & Padang-Indonesia, Indonesia); Dewi Yulia Rahmi, Erizal N and Qori Patricia (Universitas Andalas, Indonesia)	The Role of Innovation, Learning Orientation and Government Support for Leather Crafts in West Sumatra
<p>This paper aims to develop and change management theory in practice by considering behavioral and economic realizations. This paper identifies factors that can increase business success and also accelerate sales increase in order to improve the welfare of families and communities of leather craftsmen in West Sumatra-Indonesia. This research is an explanatory research to find out how the influence of innovation, learning orientation, and government support on the performance of the leather craft business. The method used is quantitative which aims to explain the cause and effect of the variables studied. Data were collected by conducting structured interviews and using questionnaires which were distributed to 88 respondents. Determination of the sample is done by purposive sampling technique, or with certain considerations, namely the owners and leaders of leather crafts in West Sumatra-Indonesia. The data is processed using SmartPLS 3. The results empirically show that: Innovation has a positive and significant effect on business performance, 2). Learning orientation has a positive and significant effect on business performance, 3). Innovation also partially mediates between learning orientation and business performance. 4). Meanwhile, government support has no effect on business performance. This is done to advance the theory of entrepreneurship by analyzing innovation, learning orientation and government support to increase production, create economic and social value needed by leather craftsmen</p>			

Abstracts for Oral Presentation

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4	1570780044	Mohamed Mliless (Researcher in Discourse Analysis, Morocco); Handoko Handoko (Universitas Andalas, Indonesia)	Editorials of Conspiracy Hate and Insecurity the Algerian Military Magazine 'El-Djeich' as a Case
<p>This research critically analyzes 10 editorials written in French that the Algerian army magazine (El-Djeich) published from January 2011 to October 2012, a peak time for the army to reinforce its threatening discourse against Morocco (the classical enemy of Algeria). It attempts to explore how the editorials employ a conspiracy narrative to represent Morocco as a country that has been waging wars and threatening its stability. The editorials aim to construct an 'outer enemy' to shift the public opinion from political, social, and economic problems that the appointed political leadership fails to solve. More than that, the editorials try to re-establish the image of the army underestimated by the social protestation Hirak which claims a 'civil and not a military state'. Since the 16th of February 2019, the Hirak has been claiming that the army should return to its barracks and take care of the security of the country's borders instead of interfering in social, political, and economic affairs. The theoretical framework of this study was based on van Dijk's model (van Dijk, 1985, 1989, 1993, 1998a, 1998b, 2000, 2004, 2006) to treat the texts as a voice of the Algerian army that violently attacks Morocco, amidst high tensions between the two countries, accusing the kingdom of instrumentalizing 'conspiracies' and waging 'cyber-attacks' against Algeria. Relying on critical discourse analysis (CDA), the many linguistic constructions identified in the editorials reflect that the stand of the army and the political leadership towards Morocco are unfounded and fallacious. For instance, the findings of this research identified a pattern of argumentation based on erroneous allegations that the magazine of the army attributed to Morocco. Devoid of any proofs, the editorials have portrayed Morocco as a 'threat to the country'. As a matter of fact, the study assumes that the magazine of the army uses editorials to rally the population against an external enemy and to divert the attention of the Algerian population from real internal problems. Indeed, the challenge for the Algerian military leadership is to convince the Hirak partisans, who strongly denounce the interference of the army in Algerians life, that the national army is the only institution that can stop an external enemy (Morocco) which threatens their well-being than do internal economic, political and security challenges.</p>			
5	1570780153	Ike Revita (Universitas Andalas, Indonesia)	Imperfect the Series Was Performed by Four Females
<p>This study establishes how being polite is very important and was determined from the "Imperfect" series. Even in some cultures, children are educated to behave and speak politely from a young age. The article is aimed at describing the politeness displayed by the four females depicted in the series "Imperfect." The objective is to describe the maxims of politeness utilised by the female characters in the series. The data were the utterances of four females, all of which contained politeness. Note-taking is used to record the data. The analysis was conducted by using the concept of maxims of politeness and the context. The six maxims of politeness are shown by the three of them. They are generosity, agreement, and sympathy. Females use generosity the most (50%) because they want to maximise the benefit while minimising the cost. It is in line with the feature of women's language that is careful speaking.</p>			

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