

Organized by:



UPM
UNIVERSITI PUTRA MALAYSIA
BERILMU BERBAKTI

**Kampus
Bintulu
Sarawak**



Programme Book

iRandau 2021

RANDAU@UPMKB: INTERNATIONAL CONFERENCE OF SOCIAL SCIENCES AND MANAGEMENT

**Theme:
Empowering Community and Beyond**

Co-Organized by:

Faculty of Human Ecology (FEM), UPM
Tan Sri Empiang Jabu Research Chair (TSEJRC)



IR EDUCATION
Consultancy



facebook.com/UniPutraMalaysia

[@uputramalaysia](https://twitter.com/uputramalaysia)

instagram.com/uniputramalaysia

youtube.com/user/bppupm

AGRICULTURE • INNOVATION • LIFE

TABLE OF CONTENTS

About the Conference.....	1
Sub-theme & Conference Theme.....	2
Campus Director's Foreword.....	3
Conference Chair's Foreword.....	4
Organising Committee.....	5-6
Inaugural Address.....	7
Keynote Speakers.....	8
Conference Programme.....	9-11
Conference Schedule Presentation.....	12-19



ABOUT THE CONFERENCE

In conjunction with the Universiti Putra Malaysia Golden Jubilee Celebration, the Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus (UPMKB) would like to extend an invitation to its inaugural conference. Randau is a term in Iban, which means 'seminar' or it may be defined as a platform to tell stories or to chat and exchange views on issues. The idea of RANDAU is brought through the form of scholarly discourse. The International Conference of Social Sciences and Management (iRandau 2021) provides a platform for social researchers to disseminate scholarly findings to share aspirations and community empowerment responsibilities.

This conference aims to empower human capital in line with UPMKB's re-engineering plan in the ethnic research and social studies which focuses on progress in various fields to enhance economic development and improve quality of life. The theme for iRandau 2021 is "Empowering Community and Beyond". The conference includes studies within the areas of social science, economics and management, and science and technology.



SUB-THEME

- Social Science
- Economics and Management
- Science and Technology

CONFERENCE THEME

**“EMPOWERING COMMUNITY
AND BEYOND”**



CAMPUS DIRECTOR'S FOREWORD

Assalamualaikum Warahmatullahi Wabarakatuh and Salam Sejahtera

It is my pleasure to welcome everyone to the “International Conference on Social Sciences and Management (iRandau 2021)” organized by Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus, Malaysia.

In conjunction with UPM's 50th Golden Jubilee Celebration UPM shows that it continues to strive to strengthen its role and importance as a Reference Centre for community and university transformations. This conference iRANDAU 2021, highlighting the empowerment of human capital in line with UPMKB's re-engineering plan in the ethnic research and social studies which focuses on progress in various fields to enhance economic development and improve quality of life. This conference serves as a good platform for experienced as well as young researchers to share and explore related research work and innovations particularly focusing on three key areas, in the field of social science, economics and management, and science and technology. The well-diversified topics are an excellent display of the theme of the conference “Empowering Community and Beyond”. iRandau 2021 is attended by three distinguished speakers Distinguished Profesor Datuk Dr. Shamsul Amri Baharuddin, Prof. Dr. Muhammad Abdullah bin Haji Zaidel, Director, Sarawak Economic Planning Unit and Prof. Dr. Jayum Anak Jawan from their respective areas. Therefore, this conference will provide us not only crucial knowledge but also a great opportunity to share experiences both operational and theoretical issues.

In managing the welfare of the community, the educational environment approach is a platform to implement knowledge transfer in accordance with the Industrial Revolution 4.0. Hence the Randau platform as a very important core foundation to be the basis for the involvement of students, lecturers, and the community to share aspirations, ideas, research findings through this intellectual platform.

I would like to take this opportunity to express my sincere thanks to the organisers and our partners in iRandau 2021. All of them have been working wholeheartedly since the beginning of the planning stage and they are still here today for all of us, even though they are highly occupied with their responsibilities at their respective departments. We truly appreciate your dedication. Congratulations to all the accepted oral and posters presenters as your research studies certainly contributed to the research “data bank”. I hope that everyone would take the results of this conference to receive and present new findings from their research and explore new collaboration.

Thank you again to everyone for being here to enliven the iRandau 2021! Have an inspired days!

Assoc. Prof. Dr. Shahrul Razid Sarbini
Campus Director
Universiti Putra Malaysia Bintulu Sarawak Campus



CONFERENCE CHAIR'S FOREWORD

Salam Sejahtera,

“Selamat Petego” and Welcome to International Conference of Social Sciences and Management (iRandau 2021).

First of all, it gives me a great pleasure to welcome all participants to the International Conference of Social Sciences and Management (iRandau 2021). On behalf of organizing committee, I would like to extend our appreciation and a special thanks to YB Datuk Seri Dr. Noraini Ahmad, Minister of Higher Education, Malaysia for her willingness to officiate this conference and for supporting us to organise the first ever International Conference on Social Sciences and Management 2021 at University Putra Malaysia Bintulu Sarawak Campus truly online.

The International Conference of Social Sciences and Management (iRandau 2021) is an international conference organised by the Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus.

The conference is a collaboration between the Faculty of Humanities, Management and Science, Universiti Putra Malaysia Campus Bintulu Sarawak (UPMKB) in collaboration with Sarawak Economic Planning Unit, Ir Education Consultancy Birmingham, United Kingdom, Telkom University, Indonesia, Ministry of Agriculture and Food industry (MAFI), Business Event Sarawak, TellnSearch PLT, Tan Sri Empiang Jabu Research Chair, Institute of Social Sciences and Faculty of Human Ecology, University Putra Malaysia, Serdang. The two days international conference has four (4) slots with knowledge sharing on the theme "Empowering Community and Beyond" and 3 related sub-themes, namely social science, economics and management as well as science and technology. The sharing of study findings, can contribute towards the sustainability of community development. During this conference, about 40 presenters (including 3 papers by keynote speakers) and 200 participants from Malaysia and foreign countries will present their papers in this program. By sharing knowledge and experience may give space and opportunities as well as provide great benefits to all presenters and participants in social sciences, economics and science and technology to collaborate in research in near future.

Finally, I would like to thank all the presenters, participants, sponsors and all those involved either directly or indirectly in the success of iRandau 2021. Many thanks also to all the iRandau 2021 Committees involved in the production of the iRandau 2021 e-Proceedings.

Last but not least, we hope all of you will have a wonderful experience.

Happy conferencing!

Dr. Ribka Alan

Chairman

International Conference of Social Sciences and Management (iRandau 2021)

Universiti Putra Malaysia Bintulu Campus Sarawak (UPMKB)



ORGANISING COMMITTEE (1 of 2)

Patron	Assoc. Prof. Dr. Shahrul Razid bin Sarbini
Advisor	Prof. Dr. Jayum Anak Jawan
Chairman	Dr. Ribka Alan
Deputy Chairman I	Dr. Yasmin bt Yaccob
Deputy Chairman II	Dr. Nurul Hidayu bt Mat Jusoh
Secretary	Dr. Dayang Sobihah bt Abang Abai Dr. Faizul Nizar bin Anuar
Treasurer	Dr. Adrian Daud Dr. Sharon Ong Yong Yee
Secretariat	Dr. Yasmin bt Yaccob (Leader) Dr. Nurul Hidayu bt Mat Jusoh Dr. Shairil Izwan bin Taasim Dr. Anita bt Rosli Dr. Juniza bt Md Saad Dr. Mark Lee Wun Fui Dr. Dayang Sobihah bt Abang Abai Dr. Sharon Ong Yong Yee Dr. Karmilah bt Abdullah
Manuscript Evaluation	Assoc. Prof. Dr. Mohd Ibrani Shahrinin bin Adam Assim (Sociology/ Psychology) Dr. Ismawati bt Sharkawi (Management, Agrobusiness) Dr. Shairilizwan bin Taasim (Economy, Accounting and Finance) Dr. Ribka Alan (Communication) Dr. Anita bt Rosli (Agricultural Economy) Dr. Tunung Robin (Food Security) Dr. Nurul Nadwa bt Zulkifli (Education) Dr. Omar Faruqi bin Marzuki (Aerodynamic) Dr. Ellie Teo Yi Lih (Advanced Material) Dr. Juniza bt Md Saad (Robotics) Dr. Yasmin Yaccob (Youth Studies/ Human Development) Dr. Chan Siaw Leng (Counselling)
Poster Evaluation	Dr. Aryaty bt Alwie (Leader) Dr. Omar Faruqi bin Marzuki
Editor	Assoc. Prof. Dr. Mohd Ibrani Shahrinin bin Adam Assim (Leader) Dr. Mark Lee Wun Fui Dr. Chan Siaw Leng Mrs. Ramuni Incham Mr. Woon Wai Cheong Mr. Ko Wei Liong



ORGANISING COMMITTEE (2 of 2)

Promotion and Publicity	Dr. Nurul Nadwa bt Zulkifli (Leader) Dr. Adrian Daud Dr. Tunung Robin Dr. Malisah bt Latip Dr. Karmilah bt Abdullah
Technical and Multimedia	Mr. Abdul Mohammad bin Omar (Leader) Mr. Zulkernain Bin Zamawi Mr. Benedict Anak Miden Mr. Fazdlizan Bin Yaakop Mr. Roslan Ismail Mr. Dawiyah Binti Abri Mr. Muhammad Iqbal Hidayat Bin Brawi Mr. Nooralip Bin Upit Mr. Zamir Bin Sanai
Equipments and Logistics	Dr. Omar Faruqi bin Marzuki (Leader) Dr. Ellie Teo Yi Lih Dr. Sivasangar Seenivasagam Mr. Peter Clarence Anak Cluny Mr. Abdul Halim bin Abdul Kadir
Sponsorship	Assoc. Prof. Dr. Mohd Ibrani Shahrinin bin Adam Assim (Leader) Dr. Faizul Nizar bin Anuar Cik Nurul Haziqah bt Hasan
Reception and Protocol	Mr. Fakhzan bin Haji Buang (Leader) Dr. Malisah bt Latip (Inauguration Emcee) Mr. Ko Wei Leong (Inauguration Emcee) Mrs. Nur Asyiqin bt Zaidi Mr. Abdul Halim bin Abdul Kadir (Doa Recital)
Meals	Mrs. Nurul Haziqah bt Hasan (Leader) Mrs. Suzana Anak Ugun Mrs. Shrina bt Jinal
Moderator	Dr. Aryaty bt Alwie Dr. Ismawati bt Sharkawi Dr. Neilson Anak Teruki Dr. Juniza bt Md Saad
Rapporteur	Mrs. Ramuni Incham Mr. Woon Wai Cheong Mr. Ko Wei Liong Dr. Malisah bt Latip Dr. Karmilah bt Abdullah



INAUGURAL ADDRESS BY:



YB DATO' MANSOR BIN HAJI OTHMAN
Deputy Minister of Higher Education



KEYNOTE SPEAKERS



**DISTINGUISHED PROFESSOR DATUK
DR. SHAMSUL AMRI BAHARUDDIN**

Founding Director
Institute of Ethnic Studies
Universiti Kebangsaan Malaysia

Topic:
**Sociological Imagination and the Empowering of
Community**



**ASSOC. PROF. DR. MUHAMMAD
ABDULLAH BIN HAJI ZAIDEL**

Director
Sarawak Economic Planning Unit

Topic:
**Socio-Economic Strategy to Empower Community
in Sarawak**



PROF. DR. JAYUM ANAK JAWAN

Founding Dean
Faculty of Humanities, Management and Science
Universiti Putra Malaysia Bintulu Sarawak Campus

Topic:
**Race and Ethnic Relations: Comparing Experiences
of Malaysia and the United States**



CONFERENCE PROGRAMME

**Tuesday,
22 June 2021**

(1 of 2)

Join Zoom Meeting:

Meeting ID:
813 1793 7289
Passcode:
iRANDAU21

UPMKB FB Live :
<https://www.facebook.com/upmkb/live>

TIME	PROGRAMME
9.00 AM	<ul style="list-style-type: none">• Registration of participants• Arrival of Guests and Guest of Honour
10.00 AM	<ul style="list-style-type: none">• Opening Ceremony of Randau@UPMKB: International Conference of Social Sciences and Management• National Anthem Negaraku• State Anthem Ibu Pertiwi Ku• University Anthem Putra Gemilang• Du'a Recital• Welcoming Address by: Assoc Prof. Dr. Shahrul Razid Sarbini Campus Director UPMKB• Inaugural Address by the Guest of Honour: YB Dato' Mansor bin Haji Othman Deputy Minister of Higher Education• Gimmick
11.00 AM - 11.30 AM	<ul style="list-style-type: none">• Keynote Address Randau @UPMKB by: 1. Distinguished Professor Datuk Dr. Shamsul Amri Baharuddin Founding Director Institute of Ethnic Studies Universiti Kebangsaan Malaysia



CONFERENCE PROGRAMME

**Tuesday,
22 June 2021**

(2 of 2)

Join Zoom Meeting:

Meeting ID:

813 1793 7289

Passcode:

iRANDAU21

UPMKB FB Live :

<https://www.facebook.com/upmkb/live>

TIME

PROGRAMME

11.30 AM - 12.00 PM

2. Assoc. Prof. Dr. Muhammad Abdullah bin Haji Zaidel
Director
Sarawak Economic Planning Unit

12.00 PM - 12.30 PM

3. Prof. Dr. Jayum Anak Jawan
Founding Dean
Faculty of Humanities, Management and Science
Universiti Putra Malaysia Bintulu Campus Sarawak

- Souvenir Presentation
- Photography Session

1.00 PM - 2.00 PM

- Lunch

2.00 PM - 5.00 PM

- iRandau Slot 1 (2 Institutional panels – Telkom Uni. & FKPS)
- Question and Answer Session



CONFERENCE PROGRAMME

**Wednesday,
23 June 2021**

Join Zoom Meeting:

Meeting ID:
813 1793 7289
Passcode:
iRANDAU21

UPMKB FB Live :
<https://www.facebook.com/upmkb/live>

TIME	PROGRAMME
8.30 AM - 10.30 AM	<ul style="list-style-type: none">iRandau Slot 2 (2 Institutional Panel – IPSAS & TSEJRC)
10.30 AM - 11.00 AM	<ul style="list-style-type: none">Break
11.00 AM - 1.00 PM	<ul style="list-style-type: none">iRandau Slot 3 (2 Institutional Panels – Faculty of Human Ecology & Bintulu Community Leaders)
1.00 PM - 2.00 PM	<ul style="list-style-type: none">Lunch
2.00 PM - 4.00 PM	<ul style="list-style-type: none">iRandau Slot 4 (Institutional Panels – Industry and University)
4.00 PM	<ul style="list-style-type: none">Closing Ceremony of Randau@UPMKB: International Conference of Social Sciences and Management (iRandau 2021)Du'a RecitalClosing remarks by : Y.Bhg Prof. Ts. Dr. M. Iqbal Saripan Deputy Vice Chancellor of Academics and Internationalization, functioning as the Vice Chancellor for Universiti Putra Malaysia
4.30 PM	<ul style="list-style-type: none">Announcement of Best Paper and Best PosterGift presentationPhotography SessionEnd of Conference



CONFERENCE PRESENTATION SCHEDULE

ORAL PRESENTATION

22 JUNE 2021, SLOT 1 (2.00 PM – 5.00 PM)

**Telkom University, Indonesia
Faculty of Humanities, Management & Science, UPMKB**

Moderator: Dr. Aryaty Binti Alwie

CODE	TITLE
A-1	Confirmatory Factor Analysis (CFA) for the Instrument of Personality, Safety Climate, and Safety Performance in the Malaysia Manufacturing Sector Nurul Hidayu Mat Jusoh, Siti Aisyah Panatik, Mohd Ibrani Shahrudin Adam Assim, Yasmin Yaccob & Nurul Nadwa Zulkifli
A-2V	Applying the Theory of Planned Behavior to Healthy Eating Intention Among Malaysian Adults Ismawati binti Sharkawi, Malisah Latip & Zainalabidin Mohamed
A-3	Safety Workaround of Registered Nurses in Malaysia Public Hospitals: A Pilot Study Surekha Rajandiran, Nor Wahiza Abdul Wahat & Anusuiya Subramaniam
A-4	Tracing the Growth of Sarawak Pepper Rhemaneeta Allan, Adrian Daud, Neilson Teruki, Aryaty Alwie, Suraya Hanim Mokhtar & Ribka Alan
A-5	Penan Community Satisfaction towards Infrastructure Facilities: A Case Study at Murum Resettlement Site, Belaga Sarawak Modin Ambau, Pakhriazad Hassan Zaki, Mohamad Maulana Magiman & Diana Emang
1	The Effect of Psychological Contract Fulfillment and Spirituality in the Workplace towards Lecturer Performance in Research Alex Winarno, Daniel Kisahwan & Deni Hermana
2V	The Effect of Website Quality and Trust on Customer Loyalty on Tix Id in Bandung Alya Nabila & Mahir Pradana
3V	The Effect of Free Shipping and Online Customer Review on Purchasing Decision at Shopee Regista Dewi Ambarwati & Mahir Pradana

4V	The Effect of Knowledge Sharing on Employee Performance at PT Haleyora Power Region 1 Jawa Barat Gita Ambar Riani & Bachruddin Saleh Luterlean
5V	The Influence of Organizational Culture and Knowledge Sharing on Employee Performance of Indonesia Bureau of Logistics (Bulog) Head Office Vania Melati Pramesty & Anita Silvianita
6V	The Impact of Social Media Influencer on Purchase Decisions Mediated by Brand Image Variable on Matoa Watch Product Evi Rifdah Putri & Arlin Ferlina Mochamad Trenggana
7V	The Effect of the Event Virtual Impact Circle Aiesec Bandung on the Awareness About Sustainable Development Goals on Students in Bandung City Alsafina Ramadhanti & Martha Tri Lestari
8V	Social Interaction Process <i>Virtual Lover</i> Player role player in <i>Squad Kaden</i> via Media Social Twitter Nisa Ramadhanti & Gayes Mahestu
9	The Influence of Service Quality and Price on Customer Satisfaction on Sate Taichan Restaurant Seuhah Bandung Mutia Firda Khairunnisa & Mahir Pradana

23 JUNE 2021, SLOT 2 (8.30 AM – 10.30 AM)

**Institut Pengajian Sains Sosial
Tan Sri Empiang Jabu Research Chair (TSEJRC)**

**Moderator: Dr. Ismawati bt Sharkawi (B-1 – B-7)
Prof. Dr. Jayum Anak Jawan (B-8 – B-11)**

CODE	TITLE
B-1	Youth Digital Hub Modelling in promoting ICT knowledge sharing and its application among Youth Community of Practice Rusli Abdullah
B-2	Revisiting Social Media Crisis Communication Model for Building Resilience via Artificial Neural Network Analysis Umar Ali Bukar, Marzanah A. Jabar, Fatimah Sidi, Rozi Nor Haizan binti Nor, Salfarina Abdullah & Akmar Hayati Ahmad Ghazali
B-3	I'm Lonely: Loneliness Leads to Smartphone Addiction and Cyber Bully Among Youths? Akmar Hayati Ahmad Ghazali & Nurul Farhana Saharuddin
B-4	A Survey of the Community's Level of Concern for Environmental Sustainability during the Covid-19 Pandemic Situation in Malaysia Haliza Abdul Rahman, Jeffrey Lawrence D'silva & Dzuhaulmi Dahalan

B-5	Leadership Development Process: Positive Youth Development through Coaching among Youth Leaders Mohd Mursyid Arshad, Nasreen Khanum Nawab Khan & Ismi Arif Ismail
B-6	Mobile Phone Usage, Sleep Quality, and Life Satisfaction Among University Students in Malaysia Haslinda Abdullah, Nurul Fatehah Marzuki & Aini Azeqa Ma'rof
B-7	The View Point of Klang Valley's Community on the National Transformation Policy: A Failure or Success Story? Zatul Himmah Adnan, Haslinda Abdullah, Siti Rahah Harun, Alia Shuhada Marjuni & Wan Nor Azilawanie Tun Ismail
B-8	Participation of Iban Women in Side-Income Earning in Sarawak Anita Rosli, Adrian Daud & Juniza Md Saad
B-9	Community Empowerment of Iban Women in Sarawak: Assessment on Personality Traits and Skill Competencies Yasmin binti Yaccob, Mohd Ibrani Shahrinin Adam Assim & Nurul Hidayu Mat Jusoh
B-10	Women Empowerment and Tourism Development of Dayak Community in Sarawak, Malaysia Puvaneswaran Kunasekaran, Neethiahnanthan AriRagavan & Joaquim Dias Soiero
B-11	Systematic Review of Iban Political Studies Siti Noranizahhafizah Boyman & Jayum A. Jawan

23 JUNE 2021, SLOT 3 (11.00 AM – 1.00 PM)

Faculty of Human Ecology, Bintulu Community Leaders & TellnSearch PLT

**Moderator: Prof. Dr. Mohamad Fazli Sabri (C-1 – C-6)
Dr. Juniza bt Md Saad (C-7 – C-12)**

CODE	TITLE
C-1	Peranan Pemimpin Rukun Tetangga Dalam Merealisasikan Agenda Dasar Perpaduan Negara Sarjit S. Gill, Zulkhairi Zainal, A.T Talib, Mohd Roslan Rosnon & K. Puvaneswaran
C-2V	Issues and Challenges in Evaluating Community Impact Study on Knowledge Transfer Program: Researchers' Reflection Zainal Madon, Misni Surif, Asnarulkhadi Abu Samah, Mahazan Muhammad & Abdul Hadi Sulaiman
C-3V	Fostering Spirituality in Community Development Ratna Rohida Ab Razak, Haji Ahmad Nasir Mohd Yusoff, Rahimah Embong & Aiza Maslan
C-4	The Ordinary World of Drug Addicts: A Case Study Among Ex-Drug Users in Negeri Sembilan, Malaysia

Hanina H. Hamsan, Aini Azeqa Ma'rof, Haslinda Abdullah, Azlina Mohd. Khir & Syaidatul Khadijah Mohd Yunos

C-5 User Experience: Impact Occupational Factors on Safety and Health Through Ergonomic Approach Among Older Taxi Drivers Community in Malaysia

Irwan Syah Md Yusoff, Muhammad Heikal Ismail & Elistina Abu Bakar

C-6 Turn Up the Volume: Community Empowerment during Covid-19 Through Music Connections

Camellia Siti Maya Mohamed Razali & Marzellan Salleh

C-7 Empowering a Community of Learners: A Qualitative Case Study of Sebaru, Bintulu, Sarawak

Mohamad Ibrani Shahrinin Adam Assim, Fatimah Wan Adini, Yasmin Yaccob, Rahayu Abdul Aziz, Rubiah Taib, Richard Awang, Catherine Bertia Tinjim, Annie James, Alif Afiq Yusup, Awang Simon Awang Bujang & Salina Janis

C-8 Community and the Empowerment of Support: A Case Study of the Management of Sebaru and S(A)Mis, Bintulu Online Parent-Teacher Associations (PTA) Annual General Meetings

Mohamad Ibrani Shahrinin Adam Assim, Fatimah Wan Adini, Rahayu Abdul Aziz, Dayang Latifah Abang Sam, Awang Simon Awang Bujang, Salina Janis, Shairil Izwan Taasim, Yasmin Yaccob & Nurul Hidayu Mat Jusoh

C-9 Empowering a Community of Change: A Case Study on the Perceptions of Readiness of Educators on Ts25 Implementation in Bintulu, Sarawak

Mohamad Ibrani Shahrinin Adam Assim, Salina Janis, Fatimah Wan Adini, Albariah Mustapha, Dayang Latifah Awang Sam, Awang Simon Awang Bujang, Nurul Hidayu Mat Jusoh, Abdul Nasir Rosli, Puvaneswaran Viknees Baran, Nancy Ahmadie Chen & Dayang Faridah Awang Sam

C-10 Volunteers as Community Empowerment: A Case of Universiti Putra Malaysia Bintulu Campus Engagements and Communal Impacts in Sarawak

Mohamad Ibrani Shahrinin Adam Assim, Rohazaitulamni Radzlan, Mohd Shahidi Ismail, Zainal Aroha Zainal Arsad, Fatimah Wan Adini, Dayang Latifah Abang Sam, Nurul Aleena Ruman, Rahayu Abdul Aziz, Salina Janis & Awang Simon Awang Bujang

C-11 Collaborative Nature of Randau: A Documentation of Intellectual Community Empowerment via RANDAU@UPMKB Initiatives

Mohamad Ibrani Shahrinin Adam Assim, Yasmin Yaccob, Nurul Hidayu Mat Jusoh, Shairil Izwan Tasim, Salina Janis, Fatimah Wan Adini, Dayang Latifah Abang Sam & Awang Simon Awang Bujang

C-12 Community Empowerment and Implicit Racial Stereotype Measurement in Malaysia

Mohamad Ibrani Shahrinin Adam Assim, Rohaizahtulamni Radzlan, Mohd Shahidi Ismail, Zainal Aroha Zainal Arsad, Salina Janis, Yasmin Yaccob, Nurul Hidayu Mat Jusoh & Shairil Izwan Taasim

23 JUNE 2021, SLOT 4 (2.00 PM – 4.00 PM)

Industry and University

Moderator: Dr. Neilson Anak Teruki

CODE	TITLE
V-1	Help-Seeking Behavior of University Students During Covid-19 Pandemic: Psychological Openness, Indifference to Stigma, Help-Seeking Propensity Xing Lee & Khee Hoong Ho
V-2	Effects of Organizational Justice and Organizational Citizenship Behavior on Employee Turnover Intention Noraini Rusbadrol, Siti Aisyah Panatik, Azlineer Sarip & Faizah Mohd Fakhrudin
V-3	Trauma-Focused Neurofeedback: A Case Report on Emotional-Based Customized Protocol for Anxiety and Focus Problem Lee Jia Wen, Koo Kian Yong, Chew Boon Tao & Loh Jun Ming
V-4	Education and Social Mobility among Orang Asli in Johor: The Social Impact of UiTM Jaslin Md Dahlan, Rohani Jangga, Norlina M. Ali, Muruga Chinniah & Ahmad Nawawi Yaakob
V-5	Increasing Graduation Rate: Academic Hardiness, Academic Locus of Control, Tolerance of Ambiguity, Students' Engagement and Automatic Negative Thoughts Dexter Chi Eng Tan & Khee Hoong Ho
D-1	Conceptualization of the Profile of Workers' Safe Behavioral Potentials for the Management of Accident Risk at Oil and Gas Construction Sites in Bintulu, Sarawak Lai Hon Kuan, Nor Mariah Adam, Yiu Pang Hung, Mohd Ibrani Shahrudin Adam Assim, Omar Faruqi Marzuki & Nurul Hidayu Binti Mat Jusoh
D-2V	Management and Development of an Assessment Tool in Predicting Competencies of Oil and Gas On-Shore Contractor Workers in Sarawak Sazali Bin Saini, Mohd Ibrani Shahrudin Adam Assim, Omar Faruqi Marzuki & Yasmin Yaccob
D-3	Identification of Parameters Required to Reduce Emergency Response Time for an Integrated Facility Zamal Bin Bujang, Nor Mariah Adam, Shahfinaz Kamarudin, Omar Faruqi Marzuki & Mohamad Ibrani Shahrudin Adam Assim
D-4	Management of Risk at the Sungai Sarawak Barrage Goh Chin Guan, Nor Mariah Adam, Omar Faruqi Marzuki, Ellie Teo Yi Lih & Yiu Pang Hung
D-5	Feasibility Study on the Imperatives for the Simulation of Ammonia Release Management Abdani Abdul Gafor, Nor Mariah Adam, Mohd Ibrani Shahrudin Adam Assim, Azizul Hakim Lahuri & Omar Faruqi Marzuki
D-6	Managing the Attributes of Pilot Errors in the Process of Redevelopment of Marine Pilot Reliability Index (MPRI): A Systematic Literature Review Tiong Kuong Chiing, Nor Mariah Adam, Omar Faruqi Marzuki & Wong Tze Jin

POSTER PRESENTATION

All the e-posters will be available for online viewing throughout the conference. The posters will not be scheduled during the conference. You can download the posters as high-resolution PDF documents via the iRandau 2021 website.

CODE	TITLE
PO-1	Public Awareness on Biodiversity Conservation in Bako National Park: A Pilot Testing Mohamad Syahrul Nizam Ibrahim & Suziana Hassan
PO-2	Influence of Distributive Justice, Procedural Justice and Interactional Justice on Employee Engagement in Public Healthcare Region of Hyderabad, Pakistan Rawal Khan Khuhawar & Anusuiya Subramaniam
PO-3	Ready-to-eat Food: Consumption Habits and Perception among University Students and Employees Tunung Robin, Basurra, R.S., Kavita, C., Alan, R., Chandrika, M. & Ubong, A.
PO-4	The Behaviour of Youth Self-Potential Development in Anugerah Remaja Perdana Rakan Muda Program Yasmin binti Yaccob & Mohd Ibrani Shahrimin Adam Assim
PO-5	Online Market Survey on Consumer Perception of Quality and Freshness of Chicken Eggs Based on Brand Recognition Qiao Jun Ooi, Suhaili Mustafa, Masnindah Malahubban, M. Nasir Hassan, Sharifah Salmah Syed-Hussain, Herinda Pertiwi & Juriah Kamaludeen
PO-6	Using Remote Sensing in Study of El Niño Extreme Differences between 1997/1998 and 2015/2016 Ricky Anak Kemarau & Oliver Valentine Eboy
PO-7	Approach in Strengthening Patriotism among Students through Patriotism-Based Courses Ku Hasnita Ku Samsu, Zatul Himmah Adnan, Mohd. Mahadee Ismail, Lee Yok Fee, Arfah Ab Majid & Ratna Roshida Ab Razak
PO-8	The View of Multi-Religious Society on Islamic as the Religion of the Federation Zatul Himmah Adnan, Haslinda Abdullah, Siti Rahah Harun & Alia Shuhada Marjuni & Wan Nor Azilawanie Tun Ismail

PUBLICATION ONLY

CODE	TITLE
PB-1	Government Debt: An Empirical Analysis with Structural Break for the Economy of Malaysia Shairil Izwan Taasim, Adrian Daud, Mohamad Ibrani Shahrudin Bin Adam Assim & Yasmin Binti Yaccob
PB-2	Descriptive Analysis: Television Uses among Rural Area Community in Sarawak Ribka Alan, Md Salleh Hassan, Bolong, J., Mohd Nizam Osman, P. Lepun & Kamarudin, S.
PB-3	Troll: Issues Discussed using Meme in Mid-2018 Faizul Nizar Bin Anuar, Fauziah Ahmad & Sabariah Mohamed Salleh
PB-4	Counseling Cancer Patients: A Case Study of Perspectives of Professional Counselors and Cancer Patients in Malaysia Siok Ping Voon & Siaw Leng Chan
PB-5	Contributor Factors for Psychological Well-Being: A Qualitative Study of Teachers' Perspective in Malaysia Siaw Leng Chan, Mohamad Ibrani Shahrudin Adam Assim & Fong Peng Lim
PB-6	Does Religious Belief Influence Children's Emotional Intelligence? A Systematic Review and Meta-analysis Azadeh Mousavi
PB-7	Does Critical Thinking Influence Children's Emotional intelligence? A Systematic Review and Meta-analysis Azadeh Mousavi
PB-8	"Thinking Style and Emotional intelligence among Western and Non- Western countries: Systematic Review and Meta-analysis" Azadeh Mousavi
PB-9	The Challenges of Covid-19 Pandemic on Tourism Detrimental to Community well-being in Bako National Park, Sarawak, Malaysia Mohamad Syahrul Nizam Ibrahim, Mohd Ibrani Shahrudin Adam Assim, Syarifah Kamariah Wan Mohammad, Shazali Johari & Suziana Hassan
PB-10	Politik Penaungan Dalam Pilihanraya di Sarawak. Kajian Kes Di Dun N.34 Batang Ai Semasa Pilihanraya Negeri Sarawak Ke-11. Anthony Anak Tutong & Neilson Ilan Mersat
PB-11	Relationship Between Extension Agents Knowledge and Attitude with the farmers Perception Towards Sustainable Pepper Farming Albinus Tan, Ribka Alan, Nurul Hidayu Mat Jusoh & Malisah Talip
PB-12	Low Carbon Society: Malaysia Fadzilah Bt Yusof

PB-13	The Impact of Customer Engagement on Twitter @Netflixid to Build Electronic Word of Mouth (E-WOM) Kusariani Adinda Saraswati & Ira Dwi Mayangsari
PB-14	The Effect of the Sociolla Beauty Wonderland 12.12 Wonder Sale Program on Consumer Purchase Decisions in The Pandemic Time Covid-19 Aisyah Izzatul Lathifa & Indria Angga Dianita
PB-15	Integrated Marketing Communication of BP Batam during The Covid-19 Pandemic Alvelia Rizki Daravonna & Indria Angga Dianita
PB-16	Orbitgear's Marketing Communication Strategy through Instagram in Building Brand Awareness Andru Andhika Rakha Ramadhan & Indria Angga Dianita
PB-17	Interpersonal Communication of Parents Assistance in Online Learning Process in the Pandemic of Covid-19 at Sdn Ibu Dewi 6 Cianjur Vesty Trya Vegianti, Agus Aprianti S.IKom. & M I.Kom.
PB-18	Representation of Patriarchal Culture in the Film "Something Old, New, Borrowed and Blue" Atma Dian Wiratama & Freddy Yusanto
PB-19	The Influence of Information on Nexcare Indonesia Instagram Account towards the Masks Purchasing Decision as a prevention of Covid 19 Contagion Rizky Camalia & Indria Angga Dianita



ORGANIZERS:

Universiti Putra Malaysia Bintulu Sarawak Campus
Sarawak Economic Planning Unit

CO-ORGANIZERS:

Faculty of Human Ecology (FEM), UPM
Tan Sri Empiang Jabu Research Chair (TSEJRC)
Social Science Studies Institute, Universiti Putra Malaysia
Ministry of Agriculture and Food Industry (MAFI)
Telkom University, Indonesia
Ir Education and Consultancy, Birmingham, United Kingdom
Business Event Sarawak
TellnSearch PLT