Faculty of Communication & Media Studies

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Title: Understanding The Commitment Efficiency, Process And Influence Of Journalism Professionalism Practices Amongst Web Newspaper Journalists In Saudi Arabia
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The phenomenon of web journalism in the Kingdom of Saudi Arabia is one of the new practices in Saudi journalism. Despite the newness of this journalistic phenomenon, a number of Saudi web newspapers (more than 250 web newspapers according to a mini-survey conducted to determine the number of Saudi web newspapers) differs in terms of their ideological and professional orientations. There are web newspapers that cover specific regions in Saudi Arabia, web newspapers specializing in a given topic such as sports, children, women, business web newspapers, as well as general web newspapers that cover various topics. With regard to the diversity of the contents of these newspapers, we see it necessary to evaluate and understand the nature of the professional practice in these web newspapers because it is a new experience in

Faculty of Education

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Title: The Variation Of Conceptions On The Nature Of Science: A Phenomenographic Study On Science Learners From Multiple Educational Tiers
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This study aimed in revalidating a reliable diagnostic instrument on electricity which emphasized on parallel resistors. At the same time, it has also established an academic profile of the engineering students’ conceptual understanding on electricity, examined the difficulty and discrimination level of the items and assessed the students’ conception and misconceptions on electricity. Five intact classes chosen by cluster sampling from fifteen existing classes of PHY193 were involved in this study, namely the second semester engineering students undergoing a Diploma in Engineering program. The respondents comprised 102 engineering students with 56 from the Electrical Engineering group, 28 from the Mechanical Engineering and 18 Civil Engineering students studying in a local university. The descriptive approach was used in this study, aimed at addressing the four research questions which examined the academic profiles of the engineering students’ conceptual understanding on electricity, analyzed the validity and reliability of the instrument PCCUT (Parallel Circuit Conceptual Understanding Test, PCCUT), assessed the items’ difficulty and discriminating levels and the students’ conceptions and misconceptions on electricity. The

Faculty of Accountancy

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Title: Supply Chain Management Practices And Performance Measures: Case Evidence From Malaysian Automotive Manufacturers
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It has been noted that businesses seek to capitalize on their supply chain resources and capabilities as a way to achieve competitive advantage. From a competitive advantage viewpoint, supply chain management (SCM) has been widely advocated as a potential competitive management tool that contributes to firm performance, particularly in the automotive industry, the focus of this study. This industry is important because automotive firms are constantly responding to the changes following the environmental forces of globalization. A possible opportunity for advancement of SCM as a competitive management tool is the potential contribution of management accounting (MA) in utilizing SCM as a value creation tool. However, this is largely neglected in the literature. Furthermore, the shift towards value creation within SCM is consistent with recent developments in management accounting. Yet, studies which examine value creation within SCM from a MA perspective are limited. The thesis addresses this literature gap by providing additional insights on how value creation, the current focus of MA, is accomplished through SCM practices. In particular, four fundamental issues in SCM are examined: the automotive SCM practices for value creation,
of the study. Finally, Chapter Five covers the conclusion, the scientific and professional contribution of the study in web newspapers, and the recommendations of the study.

Lower secondary level (aged 13), Upper secondary level (aged 16) and Post Matriculation level (aged 19-21). Using the phenomenographic approach which was guided by the structure of awareness, the participants were engaged through semi structured interview sessions, aided by instances and drawings to map out the way they conceptualize Nature of Science. Ten categories reflecting the various ways NOS aspects as conceptualized by respondents were found, with few categories unique to the local setting. The variation of conceptualizing NOS increased with the educational tiers, indicating more ways of understanding NOS at a higher level. Students from the higher educational tiers were also more confident articulating their notion of NOS although the notion was similar with what was inferred by their younger counterparts. No specific trend was found in conceptualizing NOS across different science achievers. Further analysis conducted across all the aspects at individual level indicated that all participants of this study perceive science as an objective knowledge. This study implied that there is a need for explicit NOS instructions in Malaysia in order to achieve the objectives as outlined in the curriculum. It is envisaged that an implementation of both contextualized and de-contextualized NOS instructions is prudent as it will promote continuous and sound understanding of NOS. Such endeavour is also able to leverage learners' scientific literacy in achieving nation's aspirations.

diagnostic instrument (PCCUT) used in this study was distributed to the students and the Rasch Measurement Model was used with the WINSTEP software version 3.71.0.1 during the analysis process. The result has produced a good Cronbach Alpha reliability value of 0.82 and an excellent item reliability of 0.97. In order to clarify the responses provided by the students in terms of the difficulties that they encountered in electricity, a set of interview questions was given to the lecturers teaching the course. The lecturers confirmed that the students had difficulties in understanding the concepts of current and voltage. Written responses given by the students have acted as guidelines to the source of misconceptions. The findings of this study indicated that each of the engineering students can be categorized into one of the six academic bands which are the ‘exceptional’, the ‘proficient’, the ‘have some knowledge’, the ‘need improvement’, the ‘problematic’ and the ‘not recommended’. These categories act as performance indicators informing the students and others of their basic level of conceptual understanding on electricity. The analysis of PCCUT has also enabled the items to be placed in hierarchical order and according to its discrimination level, with the concept of current being the most difficult and the most non-discriminating (item 13). Some conceptions and most importantly, misconceptions which occurred among the students have also been uncovered. ‘Local, sequential and superposition reasonings’ are the most common misconceptions. By focusing on the areas of misconceptions and allocating more time to these issues, proper instruction could be planned in improving the students’ weaknesses. In addition, these findings also provide some guidance for research directions into local and international students’ common areas of misconceptions.

the critical success factors (CSFs) for SCM, the performance measurement systems (PMS) used to evaluate supply chain performance and the role of management accountants in facilitating SCM processes. These issues are examined using a multiple case study approach on two leading automotive manufacturing firms operating in Malaysia. Drawing from the literature, a proposed framework of integrated SCM which consist of four fundamental SCM practices for value creation is used to interpret the case evidence. The results show that these SCM practices, viz. logistics, information technology, supply chain integration and networking and relationship management promotes value creation within both case firms as measured by cost, quality, speed and flexibility. The thesis next explores the critical success factors for SCM practices and the results demonstrated that control, of which PMS is an element, is one of several CSFs for SCM success. The results further reveal that the case firms’ operational PMS in the form of SQCDM (safety, quality, costs, delivery and morale) performance framework provides a continuous alignment with strategic SCM requirements. Finally, drawing on Institute of Management Accountants’ Statements on Management Accounting (SMAs) the thesis argues that despite recommendations from professional accounting bodies, the role of management accountants in SCM processes is still limited. The results of this study provide additional insights into how value-creating SCM is practiced within the automotive manufacturing industry in Malaysia. Thus, this research provides an opportunity to the practitioners to gain a better understanding of how SCM could be leveraged to enhance firm performance. For academicians, insights from this study will add to the body of knowledge particularly on the integration of MA with SCM.