



**SEAIPC2023**  
SOUTH EAST ASIA INTERNATIONAL  
PHILANTHROPY CONFERENCE

CONFERENCE PROCEEDINGS

# The 8th Southeast Asia International Philanthropy Conference 2023 (SEAIPC2023)

**Future of Philanthropy and Sustainable Development:  
Holistic Approach towards Innovative Fundraising  
and Strategic Entrepreneurial Partnership  
for Societal Well-Being**

**7 - 9 November 2023**

The Waterfront Hotel Kuching, Sarawak

*eISSN: 3009-1667*

**Organiser**



Cawangan Melaka



**Co-Organiser**



WMIT GROUP SDN BHD

**Supporters**



**Collaborators**





**Conference e-Proceedings**  
**The 8th Southeast Asia International**  
**Philanthropy Conference 2023**  
**(SEAIPC2023)**  
**eISSN: 3009-1667**

**“Future of Philanthropy and Sustainable  
Development: Holistic Approach towards Innovative  
Fundraising and Strategic Entrepreneurial  
Partnership for Societal Well-Being”**

**7-9 November 2023**  
**Waterfront Hotel, Kuching, Sarawak**  
*Physical and Online Conference*

**Organiser**



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka



**Co-Organiser**



WMIT GROUP SDN BHD

**Supporters**



**Collaborators**





## EDITORIAL BOARD

### Chairman of Conference

Mohamed Saladin Abdul Rasool  
Siti Normah Awang Tuah  
Universiti Teknologi MARA

### Editors

Zulkefli Muhamad Hanapiyah  
Mohd Faizal P. Rameli  
Siti Nurul Akma Ahmad

### Sub-editors

Syahrina Hayati Md Jani  
Siti Mariam Ali  
Wan Aisyah Amni Wan Mohamed Saferdin

### Coordinator

Zesdyzar Rokman  
WMIT Group Sdn Bhd

Nur Aleya Natasha Azhar  
WMIT Group Sdn Bhd

*All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission, in writing, from the publisher.*

*The views and opinions expressed therein are those of the individual authors and any statements in this publication do not imply endorsement by the publisher or the editorial staff.*



Publisher:  
Zes Rokman Resources (2131022-P)  
Bandar Baru Bangi, Selangor Darul Ehsan

Publication Date: 25<sup>th</sup> January 2024



**Conference e-Proceedings**  
**The 8th Southeast Asia International Philanthropy Conference 2023**  
**(SEAIPC2023)**

**eISSN: 3009-1667**

**TABLE OF CONTENTS**

| No.                              | Paper ID       | Paper Title                                                                                                                                                                | Pages |
|----------------------------------|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>Scope: SOCIETAL WELLBEING</b> |                |                                                                                                                                                                            |       |
| 1.                               | <b>003-002</b> | EMPLOYEE JOB PERFORMANCE IN HIGHER EDUCATION INSTITUTIONS AS AFFECTED BY ACADEMICIANS' ATTITUDES TOWARDS MOTIVATION, SELF-EFFICACY, AND QUALITIES DURING COVID-19 PANDEMIC | 15    |
| 2.                               | <b>011-003</b> | ROLE OF TRUST TOWARDS CHARITY FOUNDATIONS IN THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND PSYCHOLOGICAL WELL-BEING IN MOTHERS OF AUTISTIC CHILDREN                  | 16    |
| 3.                               | <b>013-004</b> | MOTIVATION IN MULTIMODAL CLASSROOM LEARNING: AN EMPIRICAL STUDY OF BUSINESS ENGLISH LEARNERS IN CHINA                                                                      | 17    |
| 4.                               | <b>002-008</b> | TREND OF PERSON-ENVIRONMENT FIT STUDIES AND EMPLOYEES' WELLBEING: A BIBLIOMETRIC ANALYSIS                                                                                  | 18    |
| 5.                               | <b>025-009</b> | ENHANCING HUMAN CAPITAL THROUGH HOLISTIC EDUCATION APPROACH: A MALAYSIAN PERSPECTIVE                                                                                       | 19    |
| 6.                               | <b>033-012</b> | LEPROSY: ADDRESSING PHYSICAL, SOCIOPSYCHOLOGICAL, AND ECONOMIC IMPACTS THROUGH INTERSECTORAL COLLABORATION                                                                 | 20    |
| 7.                               | <b>032-013</b> | THE URGENCY OF THE QARDHUL HASAN FUND OF THE VILLAGE MOSQUE IN REDUCING POVERTY LEVEL IN ACEH                                                                              | 21    |
| 8.                               | <b>012-016</b> | EXPLORING THE ELDERLY'S PERSPECTIVES ON AGING IN PLACE: A CASE STUDY OF HEALTHCARE CHAPERONE SERVICES IN TERENGGANU, MALAYSIA                                              | 22    |
| 9.                               | <b>045-022</b> | BURNOUT BREAKDOWN: UNRAVELING INFLUENCES ON ACADEMIC PERFORMANCE IN MALAYSIAN PUBLIC UNIVERSITIES                                                                          | 23    |
| 10.                              | <b>010-027</b> | FINANCIAL WELL-BEING AMONG UNDERGRADUATES: A CONCEPTUAL FRAMEWORK                                                                                                          | 24    |





| No. | Paper ID | Paper Title                                                                                                                                            | Pages |
|-----|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 11. | 057-033  | THE EFFECTS OF THE 2019 EUROPEAN COMMISSION'S GREEN TRANSITION ON TRANSPORTATION, HOUSING, AND FOOD FOR ORDINARY CITIZENS                              | 25    |
| 12. | 062-047  | THE ROLE OF PSSCM IN NURTURING INTELLECTUAL, SPIRITUAL, AND MATERIAL VALUES: A STUDY ON MALAYSIA MADANI'S PRINCIPLE                                    | 26    |
| 13. | 068-054  | ESG CONTROVERSIES AND BANK RISK-TAKING AND VALUE: DOES ESG GOVERNANCE MATTER?                                                                          | 27    |
| 14. | 067-055  | KNOWLEDGE OF SEXUALLY TRANSMITTED DISEASES AND SEXUAL BEHAVIOURS AMONG GEN Z IN MALAYSIA                                                               | 28    |
| 15. | 070-058  | SUSTAINABLE PROPERTY FINANCING FOR MALAYSIA MADANI                                                                                                     | 29    |
| 16. | 071-060  | CONSTRUCTION AND ASSESSMENT OF MAQASID AL-SHARI'AH - SOCIETY'S PERCEPTION INDEX (MS-SPI)                                                               | 30    |
| 17. | 078-064  | FOSTERING SUSTAINABLE SERVICE FOR DISABLED COMMUNITIES THROUGH YOUTH VOLUNTEERISM: AN ANALYSIS OF KEY CHARACTERISTICS USING FUZZY DELPHI METHODOLOGY   | 31    |
| 18. | 080-067  | TAXONOMIC APPROACHES FOR PEOPLE WITH DISABILITIES (PWDS) PRE-ONTOLOGY CONSTRUCTION: SOCIAL ELEMENTS IN THE LIGHT OF RISAEEL NUR                        | 32    |
| 19. | 084-071  | UNSHROUDING "FEELING GOOD" ABLEISM: DEMYTHOLOGIZING DISABILITY TOWARDS INCLUSIVE PHILANTHROPY                                                          | 33    |
| 20. | 084-072  | SUSTAINABLE SOCIETY: THE INTER-RELATIONALITY OF AGEING, DISABILITY AND PHILANTHROPY IN TROUNCING CHALLENGES TOWARDS THE "5.0" FRAMEWORKS               | 34    |
| 21. | 085-075  | TEACHER'S CHARACTERISTIC IN INCLUSIVE EDUCATION: A SYSTEMATIC LITERATURE REVIEW                                                                        | 35    |
| 22. | 086-076  | ENHANCING SPIRITUAL INCLUSION: A SYSTEMATIC LITERATURE REVIEW ON THE INTERSECTION OF DISABILITIES AND WORSHIP PRACTICES AMONG PEOPLE WITH DISABILITIES | 36    |
| 23. | 007-077  | A BIBLIOMETRIC REVIEW OF GLOBAL RESEARCH TRENDS IN SOCIAL WELL-BEING                                                                                   | 37    |
| 24. | 077-079  | THE ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY ON HUMAN DEVELOPMENT: EVIDENCE FROM MALAYSIA                                                      | 38    |
| 25. | 091-083  | A BIBLIOMETRIC REVIEW ON GREEN TRANSFORMATIONAL LEADERSHIP                                                                                             | 39    |



| No. | Paper ID | Paper Title                                                                                                                            | Pages |
|-----|----------|----------------------------------------------------------------------------------------------------------------------------------------|-------|
| 26. | 092-084  | FUZZY DELPHI METHOD APPLICATION IN DEVELOPING OF SYLLABUS QURANIC CLASS FOR ELDERLY                                                    | 40    |
| 27. | 097-089  | EXAMINING CUSTOMER SATISFACTION ON IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY ON MALAYSIAN ISLAMIC BANKING                      | 41    |
| 28. | 097-091  | PROMOTING SUSTAINABLE DIETARY PATTERNS THROUGH FAST FOOD RESTAURANTS' CORPORATE SOCIAL RESPONSIBILITY (CSR)                            | 42    |
| 29. | 099-094  | NEED ANALYSIS ON THE DEVELOPMENT OF TAHFIZ AL-QURAN LEARNING MODEL FOR STUDENTS WITH VISUALLY IMPAIRMENT                               | 43    |
| 30. | 106-103  | IMPORTANCE-PERFORMANCE MAP ANALYSIS OF GREEN STRATEGY IMPLICATIONS WITHIN ISO 14001 MANUFACTURING COMPANIES                            | 44    |
| 31. | 108-105  | THE INFLUENCE OF BOARD CHARACTERISTICS AND OWNERSHIP STRUCTURE ON INTEGRATED REPORTING: THE MODERATING ROLE OF FIRM SIZE               | 45    |
| 32. | 025-108  | MENTAL WELL-BEING OF SINGLE MOTHERS: A PRELIMINARY REVIEW ISSUES AND CHALLENGES ACCORDING TO ISLAM                                     | 46    |
| 33. | 090-113  | A MAQASID AL-SHARI'AH BASED COMPOSITE INDEX TO MEASURE ECONOMIC WELL-BEING IN MALAYSIA                                                 | 47    |
| 34. | 113-114  | ARISING ISSUES DUE TO THE INCONSISTENCY BETWEEN THE PERTIS BRAILLE QURAN TEXT AND THE MUSHAF AL-MADINAH TEXT                           | 48    |
| 35. | 114-115  | THE PSYCHOLOGICAL WELL-BEING PRACTICES FROM ISLAMIC PERSPECTIVE IN FAMILIES DURING THE COVID-19 PANDEMIC                               | 49    |
| 36. | 117-117  | FACTORS INFLUENCE PRO-ENVIRONMENTAL BEHAVIOUR AT WORK: A CONCEPTUAL PAPER                                                              | 50    |
| 37. | 118-118  | FOOD WASTE SEPARATION INTENTION: PERSPECTIVE OF UNIVERSITY STUDENTS USING S-O-R FRAMEWORK                                              | 51    |
| 38. | 119-120  | THE IMPACTS OF URBAN DESIGN ON COMMUNITY WELL-BEING WITH THE SMART CITY INTEGRATION                                                    | 52    |
| 39. | 067-122  | SUSTAINING MENTAL HEALTH AMONG EDUCATORS BY UNDERSTANDING FACTORS OF STUDENTS' FAILURE                                                 | 53    |
| 40. | 129-134  | MEASURING THE LEVEL OF SATISFACTION WITH THE SGI MASTER TEACHER TRAINING IN DONDO DISTRICT, TOLITOLI REGENCY USING THE SERVQUAL METHOD | 54    |
| 41. | 130-135  | THE DINING CULTURE AND ITS WELL-BEING: A CASE STUDY OF THE INDIANS IN KLANG VALLEY, MALAYSIA                                           | 55    |



| No. | Paper ID | Paper Title                                                                                                                     | Pages |
|-----|----------|---------------------------------------------------------------------------------------------------------------------------------|-------|
| 42. | 129-139  | ACCELERATING TALENT DEVELOPMENT FOR THE NEXT LEADER:<br>LESSON LEARNED FROM DOMPET DHUAFA                                       | 56    |
| 43. | 135-144  | THE NECESSITY FOR A GUIDELINE IN SELECTION OF MARRIAGE PARTNERS BASED ON THE CONCEPT OF COMPATIBILITY (KAFA'AH)                 | 57    |
| 44. | 038-149  | DETERMINANTS OF MENTAL HEALTH AMONG ACADEMICIANS AT MALAYSIAN PUBLIC HIGHER EDUCATION INSTITUTIONS: A CONCEPTUAL PAPER          | 58    |
| 45. | 142-153  | CONNECTING DIVERSITY AND COMMUNITY SERVICE PROJECT: A SEMIOTIC ANALYSIS ON TYPOLOGY OF IMAGES USED IN SOCIAL MEDIA REPORTING    | 59    |
| 46. | 146-155  | ENSURING INCLUSIVITY AND WELL-BEING OF REFUGEE CHILDREN IN MALAYSIA THROUGH PHILANTHROPY                                        | 60    |
| 47. | 150-162  | RELATIONSHIP AMONG FINANCIAL LITERACY, ATTITUDE AND RETIREMENT PLANNING AWARENESS: A PLS-SEM APPROACH                           | 61    |
| 48. | 151-163  | THE EFFECTS OF STEM-PBL MATHEMATICS MODULE ON SECONDARY VOCATIONAL STUDENTS' MATHEMATICAL PROBLEM-SOLVING SKILLS                | 62    |
| 49. | 140-167  | SUSTAINABLE EDUCATION DEVELOPMENT (ASSESS THE IMPACT OF SCHOOLING PROGRAMS)                                                     | 63    |
| 50. | 158-176  | IMPACT OF ONLINE AND FACE-TO-FACE LEARNING MEDIUMS ON SATISFACTION AMONG ACCOUNTING STUDENTS IN KPTM BANGI                      | 64    |
| 51. | 154-178  | THE KIDS DAILY FLIP PLANNER: A TOOL FOR MANAGING CHILDREN'S ACTIVITY                                                            | 65    |
| 52. | 159-180  | ANALYSING THE INFLUENCE OF USABILITY ON USER SATISFACTION IN EDUCATIONAL BOARD GAME                                             | 66    |
| 53. | 171-191  | CHILD PROTECTION AND FAMILY-BASED CARE: ADDRESSING IMPLEMENTATION HURDLES IN FOSTER CARE AND ADOPTION IN MALAYSIA               | 67    |
| 54. | 172-196  | MEASURING THE DEVELOPMENT OF PERINTIS SCHOLARSHIP BENEFICIARIES BASED ON THE ZAKAT UTILIZATION INDEX (IPZ) AT RUMAH AMAL SALMAN | 68    |
| 55. | 171-197  | FAMILY-BASED CARE THROUGH FOSTER CARE IN MALAYSIA: A POST-2016 CHILD ACT AMENDMENT ANALYSIS                                     | 69    |



| No.                                   | Paper ID       | Paper Title                                                                                                              | Pages |
|---------------------------------------|----------------|--------------------------------------------------------------------------------------------------------------------------|-------|
| <b>Scope: BUSINESS AND MANAGEMENT</b> |                |                                                                                                                          |       |
| 1.                                    | <b>015-005</b> | MANAGERS' PERCEPTIONS ON STAKEHOLDERS AND ANNUAL REPORTS OF PHILANTHROPIC ORGANIZATIONS IN MALAYSIA                      | 70    |
| 2.                                    | <b>039-018</b> | "SORRY, I COULDN'T GIVE UP SHOPPING!" HOW LIVE STREAMING URGE CONSUMERS TOWARDS IMPULSIVE FAST FASHION PURCHASES         | 71    |
| 3.                                    | <b>042-020</b> | THE ROLE OF CUSTOMER COMFORT IN SAUDI BANK SERVICES                                                                      | 72    |
| 4.                                    | <b>029-026</b> | 20 YEARS TREND IN OFFICE ENVIRONMENT: BIBLIOMETRIC ANALYSIS AND FUTURE RESEARCH AGENDA                                   | 73    |
| 5.                                    | <b>048-029</b> | FEXES3.0: ENHANCING BUSINESS MANAGEMENT SKILLS VIA EXPERIENTIAL LEARNING FOR FOUNDATION STUDENTS                         | 74    |
| 6.                                    | <b>027-030</b> | BUSINESS POTENTIAL AND ENTRY MODE INTO EUROPE FURNITURE MARKET                                                           | 75    |
| 7.                                    | <b>017-037</b> | THE EFFECTS OF FINANCIAL WELL-BEING AMONG B40 HOUSEHOLD INCOME GROUP IN MALAYSIA: AN EMPIRICAL INVESTIGATION             | 76    |
| 8.                                    | <b>061-040</b> | UNLOCKING THE VALUES OF ARTIFICIAL INTELLIGENCE (AI) IN HUMAN RESOURCE MANAGEMENT (HRM) IN ENHANCING EMPLOYEE RETENTION  | 77    |
| 9.                                    | <b>026-041</b> | DOES GOVERNMENT EXPORT ASSISTANCE MODERATE STRATEGIC CAPABILITIES AND EXPORT PERFORMANCE MANUFACTURING SMES IN MALAYSIA? | 78    |
| 10.                                   | <b>028-048</b> | SYSTEMATIC LITERATURE REVIEW: POLICE AND PERSONALITY TRAITS                                                              | 79    |
| 11.                                   | <b>069-052</b> | MEASURING INTELLECTUAL CAPITAL: A REVIEW OF RECENT LITERATURE                                                            | 80    |
| 12.                                   | <b>073-061</b> | BRIDGING THE GAP: EXPLORING THE INFLUENCE OF HUMAN CAPITAL FACTORS ON JOB MATCHING IN MALAYSIA                           | 81    |
| 13.                                   | <b>023-065</b> | FOSTERING SUSTAINABLE SISWAPRENEURSHIP: COLLABORATIVE STRATEGIES FROM UNIVERSITY, GOVERNMENT, AND PRIVATE SECTOR SUPPORT | 82    |
| 14.                                   | <b>082-069</b> | EMPLOYEE PERCEPTIONS OF OCCUPATIONAL HEALTH AND SAFETY STANDARDS (OHS) IN THE OIL AND GAS INDUSTRY IN MALAYSIA           | 83-84 |





| No. | Paper ID | Paper Title                                                                                                                                         | Pages |
|-----|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 15. | 019-081  | PARTICIPANT PROFILING ANALYSIS FOR THE KELULUTPRENEURS INCUBATOR UNDER THE COMMUNITY ENGAGEMENT PROJECT OF UiTM CAWANGAN MELAKA AND YAYASAN TM      | 85    |
| 16. | 089-082  | 10 YEARS STUDIES OF BUSINESS MANAGEMENT KNOWLEDGE SHARING IN SOCIAL MEDIA: A BIBLIOMETRIC ANALYSIS AND FUTURE RESEARCH AGENDA                       | 86    |
| 17. | 030-085  | CREATIVE PROFILING OF APPLICANTS FOR KELULUTPRENEURS INCUBATOR UNDER COMMUNITY ENGAGEMENT PROJECT OF UiTM CAWANGAN MELAKA AND YAYASAN TM            | 87    |
| 18. | 072-086  | LEVERAGING BRAND AWARENESS THROUGH APPRENTICE PROGRAM AS DIGITAL MARKETING PLATFORM                                                                 | 88    |
| 19. | 072-090  | THE EFFECT OF ADMINISTRATIVE PROCESSES FOR UNREGISTERED EMPLOYERS ON THE INCREASE IN THE NUMBER OF PARTICIPANTS REGISTERING AT BPJS KETENAGAKERJAAN | 89    |
| 20. | 056-093  | EXPLORING THE CHALLENGES OF ENGAGING IN ENTREPRENEURIAL ACTIVITIES AMONG UNDERGRADUATE STUDENTS: A CASE STUDY IN MALACCA                            | 90    |
| 21. | 101-096  | THE IMPLEMENTATION OF ELECTRONIC MEDICAL RECORD (EMR) IN HOSPITALS                                                                                  | 91    |
| 22. | 103-097  | THE INFLUENCE OF SHOPPING LIFESTYLE, FASHION INVOLVEMENT, AND HEDONIC SHOPPING ON E-COMMERCE AND MODERATING EFFECT OF IMPULSE BUYING                | 92    |
| 23. | 102-098  | INNOVATIVE WORK BEHAVIOUR: A BIBLIOMETRIC ANALYSIS AND FUTURE RESEARCH DIRECTIONS                                                                   | 93    |
| 24. | 076-101  | GREEN SUKUK LITERATURE STUDIES: DEVELOPMENTS AND CHALLENGES OF GREEN SUKUK IN THE WORLD (47 YEARS BIBLIOMETRIC, 1976 - H1'2023)                     | 94    |
| 25. | 105-102  | THE LINKAGE OF TRAINING, KNOWLEDGE MANAGEMENT, AND KAIZEN CULTURE ON THE EMPLOYEE PERFORMANCE                                                       | 95    |
| 26. | 023-107  | THE EFFECT BETWEEN SHOPPING LIFESTYLE, FASHION INVOLVEMENT, HEDONIC SHOPPING, AND IMPULSE BUYING TOWARDS SHOPEE E-COMMERCE                          | 96    |
| 27. | 110-110  | NAVIGATING THE DIGITAL LANDSCAPE: A CONCEPTUAL STUDY OF DIGITAL TECHNOLOGY ADOPTION AMONG ACCOUNTING PRACTITIONERS IN SMALL AND MEDIUM-SIZED FIRMS  | 97    |
| 28. | 059-112  | IMPACT OF JOB ROTATION SYSTEM ON THE EMPLOYEES PERFORMANCE - BASED ON CHINESE STATE-OWNED ENTERPRISES                                               | 98    |



| No. | Paper ID | Paper Title                                                                                                                                      | Pages   |
|-----|----------|--------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| 29. | 116-116  | MARKET VALUATION ANALYSIS FOR SELECTED COMPANIES IN HEALTHCARE INDUSTRY                                                                          | 99      |
| 30. | 115-119  | PERCEIVED SOCIAL SUPPORT AND SOCIAL ENTREPRENEURSHIP INTENTION: A VIEWPOINT FROM INDONESIA                                                       | 100     |
| 31. | 123-125  | THE DETERMINANTS OF SAVING BEHAVIOUR FOR RETIREMENT PREPARATION FOR THE MILLENNIAL GENERATION                                                    | 101-102 |
| 32. | 045-150  | EXPLORING ADVENTURE-BASED TOURISM DIGITIZATION FOR EFFECTIVE MARKETING STRATEGIES                                                                | 103     |
| 33. | 141-152  | SUSTAINABILITY THROUGH BUSINESS MODEL INNOVATION: A CASE STUDY OF PERKHIDMATAN SOSIAL PEMBANGUNAN KOMUNITI (PSPK)                                | 104     |
| 34. | 145-156  | BRIDGING THE GAP – THE DIRECT AND INDIRECT BENEFITS OF DIGITAL ADOPTION AMONG SMALLHOLDERS                                                       | 105     |
| 35. | 143-157  | THE IMPORTANCE OF CELEBRITY ENDORSEMENT IN INCREASING SALES FOR FASHION INDUSTRY                                                                 | 106     |
| 36. | 137-158  | THE IMPACT OF ACTIVITY RATIO TOWARDS FIRM'S PERFORMANCE OF THE LISTED HEALTHCARE COMPANIES IN SINGAPORE EXCHANGE (SGX)                           | 107     |
| 37. | 147-159  | FOOD NEOPHOBIA AMONGST YOUNG MALAYSIANS - UNDERSTANDING YOUNG MALAYSIAN PERCEPTIONS OF NOVEL FOODS CONCERNING INDIVIDUAL DEMOGRAPHIC BACKGROUNDS | 108     |
| 38. | 147-160  | INTRAPRENEURSHIP SKILLS IN WORKPLACE AND INNOVATIVE BEHAVIOUR AMONG IGEN GRADUATES: A PROPOSED CONCEPTUAL FRAMEWORK                              | 109     |
| 39. | 149-161  | THE ROLE OF EWOM IN FUNCTIONAL FOODS PURCHASE INTENTION                                                                                          | 110     |
| 40. | 152-164  | ANALYSING SOCIAL, ECONOMIC, TECHNOLOGY AND POLICY IMPACTS ON FIRM PERFORMANCE IN MALAYSIA DURING THE COVID-19 PANDEMIC                           | 111     |
| 41. | 134-168  | DOES THE ISLAMIC MARKETING MIX MODEL MATTER IN COPING WITH THE RISING COST OF LIVING IN MALAYSIA DURING THE CRISIS?                              | 112     |
| 42. | 148-169  | LITERATURE FINDINGS ON THE PHENOMENON OF FOREIGN WORKER HOUSING IN PENINSULAR MALAYSIA                                                           | 113     |
| 43. | 155-170  | UNRAVELING THE COMPENSATORY MECHANISM: PAY TO PLAY IN FREEMIUM MOBILE GAMES                                                                      | 114     |
| 44. | 156-174  | CORONAVIRUS DISEASE (COVID-19) AND MALAYSIA STOCK MARKET PERFORMANCE                                                                             | 115     |



| No. | Paper ID | Paper Title                                                                                                                                                                                        | Pages |
|-----|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 45. | 162-182  | FACTORS INFLUENCING SPENDING BEHAVIOUR AMONG BAAF STUDENTS IN KOLEJ POLY-TECH MARA BANGI                                                                                                           | 116   |
| 46. | 164-184  | THE IMPACT OF THE COVID-19 PANDEMIC ON THE FINANCIAL PERFORMANCE OF PUBLICLY LISTED COMPANIES                                                                                                      | 117   |
| 47. | 165-185  | THE EFFECT OF EXCHANGE RATE, INFLATION RATE, AND GROSS DOMESTIC PRODUCT ON MALAYSIA STOCK MARKET RETURN                                                                                            | 118   |
| 48. | 168-186  | ATTITUDE, PERCEIVED BEHAVIORAL CONTROL AND INTENTION TO PARTICIPATE IN GIG ECONOMY: THE ROLE OF PUSH MOTIVATION                                                                                    | 119   |
| 49. | 166-192  | LEGAL AVENUE IN MALAYSIA FOR RECOVERING UNLAWFUL MONEY IN BUSINESS TRANSACTION                                                                                                                     | 120   |
| 50. | 157-194  | THE INFLUENCE OF INNOVATION OF SACRIFICIAL WORSHIP SERVICES AND DIGITAL MARKETING ON MILLENNIAL AND Z GEN DONATION TENDENCIES                                                                      | 121   |
| 51. | 173-199  | THE CREDIBILITY OF SOCIAL MEDIA MARKETING; MANIPULATING CONTENT BY INFLUENCERS                                                                                                                     | 122   |
| 52. | 175-200  | FINANCIAL LITERACY AND INVESTMENT DECISION MAKING APPLYING BEHAVIORAL FINANCE CONCEPTS                                                                                                             | 123   |
| 53. | 153-202  | THE ZAKAT OFFICER OPINION TOWARD BUSINESS INNOVATION MODEL WITH INTERNAL, EXTERNAL SUCCESSFUL FACTOR, SHARIAH COMPLIANCE, DIGITAL TECHNOLOGY AND AGENCY AUTHORITIES AMONG ASNAFPRENEUR IN MALAYSIA | 124   |
| 54. | 181-211  | A QUALITATIVE APPROACH TO LEADERSHIP EFFECTIVENESS FOR SUSTAINABLE SMEs PERFORMANCE                                                                                                                | 125   |
| 55. | 176-214  | DIAGNOSING THE WELL-BEING OF GIG WORKERS IN MALAYSIA: A VIABLE SYSTEM MODEL APPROACH                                                                                                               | 126   |
| 56. | 008-215  | ANALYSIS OF NON-CITIZEN EMPLOYMENT IN MALAYSIA'S LABOUR MARKET                                                                                                                                     | 127   |
| 57. | 191-216  | DYNAMIC CAPITAL STRUCTURE ADJUSTMENT: DOES DIGITAL TRANSFORMATION MATTER?                                                                                                                          | 128   |
| 58. | 191-217  | ACCOUNTING ETHICS COURSES, TEACHING PEDAGOGIES AND VALUES ON ETHICAL BEHAVIOUR OF ACCOUNTING GRADUATES IN MALAYSIA                                                                                 | 129   |
| 59. | 193-218  | SURVIVAL RURAL TOURISM THROUGH DIGITAL MARKETING: CASE STUDY IN KEDAH – MALAYSIA AND SURABAYA – INDONESIA                                                                                          | 130   |



| No.                                   | Paper ID       | Paper Title                                                                                                                                                     | Pages   |
|---------------------------------------|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| <b>Scope: MAINSTREAM PHILANTHROPY</b> |                |                                                                                                                                                                 |         |
| 1.                                    | <b>021-006</b> | ANALYSING THE IMPORTANCE OF WAKALAH CONTRACT IN WAQF DEVELOPMENT PROJECTS                                                                                       | 131     |
| 2.                                    | <b>009-007</b> | ENHANCING THE FINANCIAL SUSTAINABILITY OF VULNERABLE POOR GROUP THROUGH THE IMPLEMENTATION OF QARD AL-HASAN AS i-CSR MECHANISMS BY ISLAMIC BANKING INSTITUTIONS | 132     |
| 3.                                    | <b>030-010</b> | FACTORS INFLUENCING THE INTENTION TO DONATE (INFAQ AND SADAQAH) AMONG UiTMCM STAFF                                                                              | 133     |
| 4.                                    | <b>031-011</b> | WHAT AFFECTS THE INTENTION TO INVEST IN EQUITY CROWDFUNDING IN MALAYSIA?                                                                                        | 134     |
| 5.                                    | <b>016-014</b> | THE APPLICATION OF SHURA IN MALAYSIAN ISLAMIC SOCIAL FINANCE AGENDA                                                                                             | 135     |
| 6.                                    | <b>034-015</b> | FACTORS INFLUENCING ISLAMIC GOVERNANCE IN ZAKAT INSTITUTIONS IN RIAU PROVINCE                                                                                   | 136     |
| 7.                                    | <b>035-017</b> | A BIBLIOMETRIC RETROSPECTION OF CASH WAQF FROM THE LENS OF SCOPUS DATABASE (1979 – 2023)                                                                        | 137     |
| 8.                                    | <b>041-019</b> | RELATION OF TECHNOLOGY ACCEPTANCE TOWARDS INTENTION TO CONTRIBUTE CASH WAQF: INVESTIGATION OF THREE SELECTED STATES IN MALAYSIA                                 | 138     |
| 9.                                    | <b>044-021</b> | DEVELOPMENT OF A PRELIMINARY ‘TOURGITAL’ ACCEPTANCE FRAMEWORK: AN EXPERIENCE OF TOURIST IN SEREMBAN DISTRICT                                                    | 139-140 |
| 10.                                   | <b>037-023</b> | A COMMUNITY MODEL AND ROLE OF ZAKAT IN IMPROVING QUALITY OF LIFE OF CHILDREN LIVING IN PPRT                                                                     | 141     |
| 11.                                   | <b>047-028</b> | REGULATION AND GOVERNANCE MATTERS IN THE MANAGEMENT OF SOCIAL DEATH FUND UNDER MALAYSIAN MOSQUES                                                                | 142     |
| 12.                                   | <b>004-034</b> | CHARITABLE DONATION BEHAVIOR IN INDONESIA: GENERATIONAL INSIGHTS                                                                                                | 143     |
| 13.                                   | <b>018-036</b> | WAQF FOR EDUCATION IN MALAYSIA: HISTORICAL IMPLEMENTATION, TYPES, AND SIGNIFICANCE                                                                              | 144     |
| 14.                                   | <b>060-039</b> | WAQF LINKED TO ISLAMIC COOPERATIVE (WAQF, PROFIT AND LOSS SHARING, ZAKAT)                                                                                       | 145     |
| 15.                                   | <b>064-044</b> | DOES GOVERNMENT EXPORT ASSISTANCE MODERATE STRATEGIC CAPABILITIES AND EXPORT PERFORMANCE MANUFACTURING SMEs IN MALAYSIA?                                        | 146     |
| 16.                                   | <b>065-046</b> | EXPLORING CURRENT PRACTICES AND GOVERNANCE OF MALAYSIAN MOSQUE COMMITTEES IN MANAGING THE MUTUAL BENEVOLENT OF KHAIRAT DEATH FUND                               | 147     |





| No. | Paper ID | Paper Title                                                                                                                                                                    | Pages   |
|-----|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| 17. | 066-049  | WHAT DRIVES RE-PARTICIPATION INTENTION OF VOLUNTEER TOURISM IN MALAYSIA?                                                                                                       | 148     |
| 18. | 020-050  | WAQF GOVERNANCE: A PARADIGM SHIFT TOWARDS THE SUSTAINABILITY OF WAQF BENEFIT                                                                                                   | 149     |
| 19. | 058-053  | FEAR OR GREED? ASSESSMENT ON INVESTORS' INVESTMENT DECISIONS IN EQUITY FUNDS                                                                                                   | 150     |
| 20. | 058-056  | ISLAMIC MICROENTERPRISE INSTITUTIONS: RISKS AND CHALLENGES IN THE POST-COVID-19                                                                                                | 151     |
| 21. | 083-070  | WELLBEING OF CAREGIVERS OF CHILDREN WITH DISABILITIES: ROLE OF ISLAMIC PHILANTHROPY                                                                                            | 152     |
| 22. | 094-087  | ISLAMIC HUMAN DEVELOPMENT INDEX (IHDI), INSTITUTIONAL QUALITY, MACROECONOMICS AND ECONOMIC GROWTH: EMPIRICAL EVIDENCE FROM ORGANIZATION OF ISLAMIC COOPERATION (OIC) COUNTRIES | 153     |
| 23. | 098-092  | POTENTIAL INDICATORS FOR ISLAMIC STOCK MARKETS IN BURSA MALAYSIA                                                                                                               | 154     |
| 24. | 047-100  | THE PROS AND CONS OF SOCIAL DEATH FUND MANAGEMENT BY THE MALAYSIAN MOSQUE COMMITTEES                                                                                           | 155     |
| 25. | 107-104  | APLIKASI TAKAFUL MODEL WAKAF DI BRUNEI DARUSSALAM                                                                                                                              | 156     |
| 26. | 121-123  | THE NEWLY-DEVELOPED OF BLOCKCHAIN ARCHITECTURE ON ZAKAT COLLECTION IN MALAYSIA: A CASE IN MAIWP-PPZ, MALAYSIA                                                                  | 157     |
| 27. | 122-124  | MEMBER'S PERCEPTIONS AND EXPECTATIONS OF MUTUAL BENEVOLENT DEATH FUND MANAGED THE MALAYSIAN MOSQUE COMMITTEES                                                                  | 158     |
| 28. | 129-128  | PHILANTHROPY IN THE PERSPECTIVE OF ISLAMIC ECONOMICS AND ITS PRACTICES AMONG INDONESIAN MUSLIM ENTREPRENEURS: A DIVINE INSURANCE AND INVESTMENT                                | 159-160 |
| 29. | 129-129  | ANALYSIS OF THE ROLE OF PRODUCTIVE ZAKAT IN STRENGTHENING LOCAL INSTITUTIONS IN AN EFFORT TO IMPROVE FARMER WELFARE IN CIPANJALU VILLAGE (CASE STUDY OF KOPERASI AGRONATIVE)   | 161     |
| 30. | 129-130  | THE IMPLEMENTATION OF PRODUCTIVE WAQF IN INCREASING THE QUALITY OF EDUCATION IN RURAL AREAS                                                                                    | 162     |
| 31. | 129-132  | THE ROLE OF ZAKAT INSTITUTIONS IN ACCELERATING STUNTING REDUCTION IN INDONESIA LESSON LEARN FROM THE DOMPET DHUFAFA NUTRITION POST PROGRAM                                     | 163     |



| No. | Paper ID | Paper Title                                                                                                                                                                                                                                     | Pages |
|-----|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 32. | 129-133  | ANALYSIS OF THE ROLE OF DOMPET DHUAFA IN FILLING THE GAP IN ACCESS TO UNIVERSAL HEALTH COVERAGE FOR POOR PEOPLE IN INDONESIA                                                                                                                    | 164   |
| 33. | 128-137  | GLOBAL TREND IN WAQF RESEARCH: A GENERAL BIBLIOMETRIC AND CONCEPTUAL STRUCTURE APPROACH USING BIBLIOSHINY                                                                                                                                       | 165   |
| 34. | 129-138  | MEASURING SATISFACTION OF MUSTAHIK SERVICES DOMPET DHUAFA USING CUSTOMER SERVICE INDEX AND IMPORTANCE-PERFORMANCE ANALYSIS                                                                                                                      | 166   |
| 35. | 129-140  | COMPARATIVE STUDY OF QUALITY OF LIFE LEVELS OF ELDERLY IN EMPOWERED VILLAGE                                                                                                                                                                     | 167   |
| 36. | 133-143  | KSB NO RIBA                                                                                                                                                                                                                                     | 168   |
| 37. | 136-145  | GREEN WAQAF INITIATIVE: A CASE STUDY OF UKM-GSB PROJECT IN SABAH                                                                                                                                                                                | 169   |
| 38. | 138-146  | ZAKAT AMONG MUSLIM FOREIGN WORKERS: PAYMENT IN MALAYSIA VERSUS ORIGIN COUNTRY                                                                                                                                                                   | 170   |
| 39. | 051-148  | STUDYING THE IMPORTANCE OF COMMUNICATION MANAGEMENT STRATEGIES IN ADDRESSING INTERNAL COMMUNICATION CRISES AMONG CUSTOMER SERVICE OFFICERS IN MALAYSIA: A CONCEPTUAL PAPER                                                                      | 171   |
| 40. | 133-171  | OPTIMIZING COLLABORATIVE ECONOMY IN ZAKAT INFRASTRUCTURE AND SADAQAH (ZIS) COLLECTION THROUGH KENCENG CULTURE                                                                                                                                   | 172   |
| 41. | 133-172  | MEASURING THE IMPACT OF SOCIAL PROGRAMS IN LAZNAS AL-AZHAR VILLAGE EMPOWERMENT PROGRAMS USING THE SOCIAL RETURN ON INVESTMENT (SROI) AND SUSTAINABLE LIVELIHOOD IMPACT ANALYSIS (SLIA) METHODS (CASE STUDY OF PUNCU VILLAGE, KEDIRI, EAST JAVA) | 173   |
| 42. | 174-198  | IMPLEMENTATION OF THE FOUR-LEVEL KIRKPATRICK MODEL EVALUATION IN THE UTILIZATION ZAKAT EDUCATION TELADAN NEGERI SCHOLARSHIP PROGRAM TO INCREASE STUDENT LEARNING MOTIVATION AND MORAL                                                           | 174   |
| 43. | 163-203  | ECOSYSTEM STRATEGY FOR THE GROWTH AND DEVELOPMENT OF ISLAMIC PHILANTHROPIC INSTITUTIONS                                                                                                                                                         | 175   |
| 44. | 163-205  | IMPACT STUDY OF DOMPET DHUAFA BEASTUDI SCHOLARSHIP PROGRAM FOR WELFARE IMPROVEMENT LEMBAGA PENGEMBANGAN INSANI DOMPET DHUAFA                                                                                                                    | 176   |



| No. | Paper ID       | Paper Title                                                                                                                                                                          | Pages |
|-----|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 45. | <b>163-208</b> | INDONESIAN ZAKAT INITIATIVE (IZI) FARMER EMPOWERMENT PROGRAM IN INCREASING FOOD SECURITY (STUDY IN GEMPOL SARI VILLAGE, EAST SEPATAN DISTRICT, TANGERANG REGENCY OF BANTEN PROVINCE) | 177   |
| 46. | <b>163-209</b> | WHATSAPP BOT DEVELOPMENT FOR EASY PAYMENT OF ZAKAT, INFAK AND OTHER GOODNESS                                                                                                         | 178   |
| 47. | <b>177-210</b> | PROFILING STUDY OF THE ASNAF INCUBATOR PROGRAM ACROSS MALAYSIAN STATES                                                                                                               | 179   |
| 48. | <b>183-213</b> | THE ROLE OF WAKF IN FINANCING HIGHER EDUCATION – AN ANALYSIS OF THE IMPLEMENTATION OF EDUCATIONAL WAKF IN JOHOR                                                                      | 180   |



013\_004

## **MOTIVATION IN MULTIMODAL CLASSROOM LEARNING: AN EMPIRICAL STUDY OF BUSINESS ENGLISH LEARNERS IN CHINA**

**Jianna Wang 1\*; Hanita Hassan 2**

*Universiti Teknologi Malaysia, Malaysia*

Email: [809392271@qq.com](mailto:809392271@qq.com)

### **Abstract**

The importance and complexity of motivation as a component in second language acquisition have long been recognized. As multimedia and ICT technology advances, more researchers are paying special attention to how language learners might maintain motivation in a multimodal classroom setting. The purpose of this article mainly investigates the L2 motivation in Business English learners' interlanguage talk in terms of motivation orientation, attitude, desire and effort in multimodal classroom learning. The empirical investigation employed the Attitude/Motivation Test Battery (AMTB) of Gardner's and interview to attach importance on three questions: a) What is the motivational state of Business English learners in multimodal classroom teaching? b). What is the relationship between motivation and competence of interlanguage talk? c) What are the strategies for triggering the motivation of learners in multimodal classroom teaching? And the findings can be drawn from the study that the Business English learners are motivated more intrinsically than extrinsically in interlanguage talk due to the strong interest and L2 vision. The students have strong desire and positive attitude to improve their oral English competence in multimodal classroom learning. However, although they also have the consciousness in effort, there is still lack of persistence. This article then indicates that triggering the motivation can enhance the students' competence of interlanguage talk in multimodal classroom learning. Consequently, the empirical study implies for the teachers that designing the group-project teaching in multimodal classroom teaching can stimulate the students' motivation and improve their English competence development. Moreover, it encourages the teachers to design more scientific and rational multimodal pedagogic in the class.

**Keywords:** Motivation, Multimodal Classroom Teaching, Business English Learners