



UNIVERSITI
TEKNOLOGI
MARA

ICEBIV

3rd International Competition of Entrepreneurship Business Innovation

**“ Promoting Innovative Entrepreneurship for a Sustainable Economy:
Pioneering Tomorrow’s Business Models”**



EXTENDED ABSTRACT

UiTM *di hatiku*

اوسها تقوى موليا



EXTENDED ABSTRACT



"Promoting Innovative Entrepreneurship for a Sustainable Economy: Pioneering Tomorrow's Business Models"

5th September 2024

In the joint collaboration involving:

Faculty of Business and Management,
Universiti Teknologi MARA Kedah Branch,

Faculty of Economics and Business,
Universitas Islam Bandung, and

Malaysian Academy of SME &
Entrepreneurship Development (MASMED)



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalammu'alaikum Warahmatullahi
Wabarakatuh.. Salam UiTM Dihatiku..

It is with immense pride and enthusiasm that I welcome you to the 3rd International Competition of Entrepreneurship Business Innovation (iCEBIV) 2024, hosted by the Faculty of Business and Management, UiTM Kedah Branch. This prestigious event is organized in collaboration with the Malaysian Academy of SME & Entrepreneurship Development (MASMED) and the Faculty of Economic and Business, Universitas Islam Bandung (UNISBA), Indonesia. This competition exemplifies our deep commitment to advancing creativity, entrepreneurship, and a spirit of innovation among our students and the wider community.

In today's rapidly evolving world, the ability to innovate has become a fundamental necessity rather than a mere option. Our institution understands the critical importance of innovative thinking in propelling economic growth, addressing urgent societal challenges, and paving the way for a sustainable future. This competition is designed to encourage participants to think critically, challenge conventional ideas, and develop groundbreaking solutions that can leave a meaningful impact in various areas.

This competition is not merely a challenge; it is a valuable platform for learning, collaborating and exchanging ideas. It brings together talented individuals from diverse disciplines, fostering an innovative culture that extends beyond academic boundaries. We encourage our students to apply their knowledge, channel their creativity, and turn their ideas into actionable business solutions.

As the Rector of UiTM Kedah Branch, I am deeply committed to supporting initiatives that help students reach their full potential. This competition provides them with a unique opportunity to showcase their abilities, gain critical experience, and establish networking that will be instrumental in their future careers. I am confident that the skills and insights gained from this experience will empower them to excel in an increasingly competitive and dynamic global landscape.

I would like to extend my heartfelt thanks to everyone who has contributed to the success of this event, including our dedicated faculty and staff, esteemed judges, sponsors, and partners. Your unwavering support and commitment have been integral to the successful realization of this initiative.

To all participants, I urge you to approach this competition with passion, creativity, and determination. This is your moment to shine, to challenge the limits of what is possible, and to create a lasting impact. Regardless of the outcome, your participation itself is a significant achievement, demonstrating your commitment to innovation and excellence.

Let us come together to make this competition a celebration of ideas, creativity, and the entrepreneurial spirit that embodies UiTM and UNISBA. I wish you all the best in your endeavours.

With warmest regards,

Profesor Dr Roshima Haji Said

Rector
Universiti Teknologi MARA (UiTM) Kedah Branch

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Bismillaahirrahmaanirrahiim

Assalamu'alaikum Warahmatullahi
Wabarakatuh

Every participant in the third International Competition of Entrepreneurship Business Innovation (ICEBIV) 2024 deserve my heartfelt congratulations and warmest regards. I extend these to the organizing committee and every one of them. This initiative is a demonstration of the productive collaboration that exists between universities in the ASEAN region. Maintaining a positive relationship between the two institutions, UNISBA and UiTM, will result in the production of academic programs and community service works that are both productive and innovative. In future collaboration, the implementation of this program is something that Universitas Islam Bandung (UNISBA) is strongly advocating for.

Universitas Islam Bandung (UNISBA) has reaffirmed its commitment to the internationalization program and has stated that it will continue offering assistance for various initiatives. It has been beneficial for the university to gain experience by participating in this program. The big ideas instilled in ICEBIV 2024 are thriving.

They will be ensured by the presence of entrepreneurs who have a global perspective and positively impact the surrounding community. Being an Islamic university, UNISBA, is obligated to establish a halal business ecosystem on a global scale by addressing contemporary issues such as the idea of innovation for sustainable business. This obligation is a requirement of the university. In light of this, the electronic proceedings that have been presented will prove to be advantageous for the development of scientific research and technological innovation. For their insightful and enthusiastic efforts in the successful implementation of the Memorandum of Agreement (MoA) between the two institutions, we would like to express our deepest gratitude to the Faculty of Economics and Business at UNISBA, the Malaysian Academy of Small and Medium Enterprise and Entrepreneurship Development (MASMED), and the Faculty of Business and Management at Universiti Teknologi Mara (UiTM) Kedah Branch. To be more specific, this partnership will result in many innovations, particularly in entrepreneurship, which is becoming an increasingly desirable occupation for the younger generation. When it comes to better understanding the global needs and challenges of today, international cooperation is evolving into an increasingly necessary requirement. Allah blesses the constructive actions that are being taken to generate benefits for society and universities. May Allah continue to bless these actions and our international collaboration for giving beneficial for our society and for the future.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

Warmest regard,

Prof. Dr. H. Edi Setiadi, S.H., M.H.
Rector Universitas Islam Bandung



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi
Wabarakatuh

Alhamdulillah, under the grace and mercy of Allah Subhanahu Wata'ala, for this extraordinary occasion of the 3rd International Competition of Entrepreneurship Business Innovation (ICEBIV) 2024. This event is a testament to the strong bond between two great institutions which are Universiti Teknologi MARA (UiTM) and Universitas Islam Bandung (UNISBA). I am proud that our Faculty of Business and Management and MASMED have played a crucial role in bringing this collaboration to life.

I would like to express my heartfelt appreciation to everyone involved in making this event a reality. The 3rd ICEBIV 2024 is more than just a competition. It's a unique platform where we come together to celebrate creativity, unleash potential, and explore business ideas that have the power to impact our communities positively. It's inspiring to see so many bright minds gathered here today and ready to make a difference.

This year's competition offers three key categories namely Business Model Canvas Battle, Business Idea Battle, and Business Plan Battle. Each of these categories will serve as an invaluable platform for participants to validate their business ideas before turning them into successful ventures in the future.

These battles are not just about competition but about providing you with the feedback, guidance, and confidence to take your innovative ideas to the next level.

The theme of this year's competition, "Promoting Innovative Entrepreneurship for a Sustainable Economy: Pioneering Tomorrow's Business Model," resonates deeply with our mission. We live in a time where innovation and entrepreneurship are key to building a resilient and sustainable future. This competition is our way of nurturing that entrepreneurial spirit, encouraging you to think creatively and develop solutions that are not just innovative but also relevant to the challenges we face today.

To all the participants, I wish you a truly rewarding experience. Remember, every great idea starts with the courage to think differently and the willingness to take risks. Don't be afraid to dream big and this competition is your opportunity to do that. I hope you leave here with not just memories but valuable lessons that will guide you in your future endeavors.

As we look forward to the future, I sincerely hope that this won't be our last gathering. I'm already excited about the possibility of organizing the 4th ICEBIV next year. Let's keep this momentum going and continue to strengthen our collaboration in promoting entrepreneurship on a global scale.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

With Warmest Regard

Dr. Junaidah Ismail

Deputy Rector of Academic Affairs
UiTM Kedah Branch

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi
Wabarakatuh,

Dear respected Rector of Universitas Islam Bandung (UNISBA),
esteemed Rector of Universiti Teknologi MARA (UiTM),
distinguished lecturers, talented competition participants,
and ladies and gentlemen.

First, let us thank Allah Subhanahu Wata'ala, because by His grace
and mercy, we can all gather in this prestigious event, the
3rd International Competition of Entrepreneurship Business
Innovation (ICEBIV) 2024. This event is one of the collaborations
between two educational institutions strongly committed
to building an innovative and globally competitive young
generation, the Faculty of Economics and Business of Universitas
Islam Bandung and Universiti Teknologi Mara (UiTM).

On this occasion, I express my highest appreciation to all the
committees and parties involved in organizing this event. The 3rd
ICEBIV 2024 is not just a competition but also an extraordinary
platform to develop potential, explore creativity, and explore
business ideas that can positively impact society, especially
students and professionals.

We are all aware that innovation and entrepreneurship are crucial to building a resilient and sustainable economy
in this era of globalization. Therefore, this competition has a crucial role in fostering the spirit of entrepreneurship
among students and professionals while encouraging the creation of business solutions that are creative,
innovative, and relevant to the needs of the times.

To the participants, I wish you enjoy and happiness by participating in this competition. Do not be afraid to
dream big and take risks when developing your ideas. Remember that every great innovation always starts with
the courage to think outside the box and take the first step. Hopefully, through the 3rd ICEBIV 2024 competition, all
of you can gain valuable experience that will help you in your future career journey.

Finally, I hope the 3rd ICEBIV 2024 can run successfully and benefit all participants and institutions involved. Let us
make this event a momentum to strengthen the cooperation between FEB Unisba and UiTM and advance the
world of entrepreneurship internationally.

Allow me to provide a "pantun" to encourage the organizers and participants of the 3rd ICEBIV 2024, which
characterizes literature and culture in Indonesia.

Jalan jalan ke Semanggi
Jangan lupa membeli batik bermotif
Ayo mahasiswa ramaikan ICEBIV bergengsi
Dikancah internasional dengan penuh ide inovatif

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Sincerely,

Prof. Dr. Nunung Nurhayati, SE., M.Si., Ak., CA.
Dean Faculty of Economic and Business
Bandung Islamic University, Indonesia



Copyright Page

e-Proceedings of 3rd International Competition of Entrepreneurship
Business Innovation (iCEBIV) 2024
5th September 2024
Faculty of Business and Management,
Universiti Teknologi MARA Kedah Branch

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this e-proceedings.

Published by:

Universiti Teknologi MARA Kedah Branch
Kampus Sungai Petani,
08400 Merbok,
Kedah Darul Aman,
Malaysia.

Layout Design:

Syahrini Shawalludin

e ISBN 978-967-2948-65-0

Published for:

Faculty of Business and Management,

Copyright © 2024, Universiti Teknologi MARA Kedah Branch

All rights reserved. No part of this publication may be reproduced, copied, stored, distributed, or transmitted in any form or by any means, including photocopying, recording, digital scanning, or other electronic or mechanical methods without prior written permission from the publisher.

The views, opinions, and technical recommendations expressed by the contributor and authors are entirely their own and do not necessarily reflect the views of the editors, the publisher, and the university.

TABLE OF CONTENTS

Rector's Preface (UiTM Kedah Branch)

Rector's Preface (UNISBA)

Deputy Rector Academic Affairs (UiTM Kedah Branch)

Dean's Preface (UNISBA)

Editorial Board

- | | | |
|---|---|-------|
| 1 | BEE-ING SUCCESSFUL: GENERATING SUSTAINABLE INCOME THROUGH MELIPONINI EDU PARK | 1-9 |
| | <i>Grace Flavyeliz Sinong, Nur Aziemah Jasni, Rozlianah Fitri Said, Mohd Hafezan Sisa, and Dayang Shurtinie Dato Shuaib</i> | |
| 2 | HALAL PET ESSENTIALS - PIONEERING HALAL-CERTIFIED PET PRODUCTS IN MALAYSIA | 10-14 |
| | <i>Mohd Shafiz Saharan, Mohd Fazil Jamaludin, Khairul Azfar Adzahar & Nurdiyana Nazihah Zainal, and Siti Fairuza Hassam</i> | |
| 3 | GROWING FUTURES: INTEGRATING HYDROPONIC AND AGROPRENEURSHIP AT UiTM SABAH | 15-23 |
| | <i>Nur Aziemah Jasni, Rozlianah Fitri Said, Grace Flavyeliz Sinong, Mohd Hafezan Bin Sisa and Aloysius Sekui @ Mohd Zul Ikhwan Shah</i> | |
| 4 | CulTraB. MOBILE LEARNING APP | 24-28 |
| | <i>Nurul Azrin Ariffin, Norzaidi Mohd Daud, Nor Lelawati Jamaludin, Munirah Mohamed, Nurhaslinda Hashim</i> | |
| 5 | HelperConnect | 29-33 |
| | <i>Leviana Andrew, Marlita Mat Yusof, Wan Muhd Faez Wan Ibrahim, Siti Salwa Hassan, Nurfazlina Haris</i> | |
| 6 | KURUMA: MAKING CAR WASH GREAT | 34-40 |
| | <i>Nurul Hidayah binti Anuar, Nur-Aini binti Abdul Rahman, Fatin Syazwani binti Yusmandi, Dayangku Nur Syahirah binti Awang Yaacob and Rudy Ujang</i> | |
| 7 | TRANSFORMING HEALTHCARE ECONOMICS THROUGH SCALABLE INNOVATIONS FOR MANAGING TYPE 2 DIABETES MELLITUS | 41-47 |

EDITORIAL BOARD
**3rd International Competition of Entrepreneurship Business Innovation
(iCEBIV) 2024**

Steering Committee

Dr. Junaida Ismail
Muna Abdul Jalil
Dr. Azyyati Anuar
Prof. Dr. Nunung Nurhayati, S.E., M.Si., Ak.CA.
Dr. Asnita Frida Sebayang, SE., M.Si.

President

Mohd Fazil Jamaludin
Muhammad Zhafir Afif, S.Bns., M.S.M.

Vice of President

Mohd Shafiz Saharan

Secretary

Nurfaznim Shuib

Treasurer

Nurul Izzati Idrus
Dr. Diamonalisa Sofianty, S.E., M.Si., Ak, CA
Betty Ayu Kurniawati

Promotional Committee

Hanani Hussin (L)
Izura Ibrahim
Haryaman Justisia Sulaiman, S .M., M.A.B
Helmi Ilham Fauzi, S.T.

Graphic and Multimedia Committee

Syahrini Shawalludin (L)
Haryaman Justisia Sulaiman, S .M., M.A.B
Helmi Ilham Fauzi, S.T.

Jury and Certificates Committee

Dr Siti Murni Mat Khairi (L)
Dr Law Kuan Kheng
Azlin Azman
Khairul Azfar Adzahar
Fauziah Mohamad Yunus
Nindya Saraswati, S.E., M.B.A.
Nadia Meirani, S.E., M.S.M.

Protocol and Closing of Ceremony Committee

Tunku Nashril Tunku Abaidah (L)
Dr. Nurdiyana Nazihah Zainal
Dr. Muhammad Hanif Othman
Roseamilda Mansor
Nor Ananiza Azhar
Ahmad Mawardy Abdul Jalil
Muhd Hazwan Hamdi Halim
Zulkipli Md Rodzi

Registration and Technical Committee

Azim Izzuddin bin Muhamad (L)
Syahmi Harudin
Deni Septawan, S.T.
Dinda Fazadina, S.I.Kom.
Galuh Diwasasri, A.Md.

Extended Abstract Committee

Siti Nurul Aini Mohd Rodzi (L)
Fatihah Norazami Abdullah
Dr Yanti Aspha Ameira Mustapha
Andhika Anandya, S.E., M.Ak., Ak.



CulTraB. Mobile Learning App

Nurul Azrin Ariffin^{1*}, Norzaidi Mohd Daud², Nor Lelawati Jamaludin³, Munirah Mohamed⁴, Nurhaslinda Hashim⁵

¹ Faculty of Business and Management, Universiti Teknologi MARA
nurulazrin@uitm.edu.my

² Faculty of Business and Management, Universiti Teknologi MARA
norza544@uitm.edu.my

³ Faculty of Business and Management, Universiti Teknologi MARA
norlelawati0019@uitm.edu.my

⁴ Faculty of Business and Management, Universiti Teknologi MARA
munirah257@uitm.edu.my

⁵ Faculty of Business and Management, Universiti Teknologi MARA
nurhaslinda@uitm.edu.my

(corresponding author) *

Abstract

Quizzes provide an opportunity to practice one's knowledge without failure and fear. Thus, this leads to the invention of CulTraB. to allow individuals to improve their knowledge through interactive quizzes provided in this App. For stater, this App contains two quizzes which are the Consumer Centrist Group (CCG) quiz and Personality Traits (PT) Quiz. The aim of CulTraB. is to boost one's knowledge in a stress-free way of learning through series of interactive quizzes. Mobile learning apps offer flexibility and convenience to the users of CulTraB. who can actively participate in the readily available quizzes at their own convenience. The quizzes submissions by the users allow CulTraB. to form data visuals which can benefit the marketers if they are interested so that they can strategize their businesses accordingly. CulTraB. also help in saving the environment since this App provides paperless quizzes, thus, promoting sustainability. The commercialization potential lies in the data visuals for the marketers and advertisement as the common monetization strategy in which CulTraB. will offer ad space to advertisers to display targeted ads to the users. In future more quizzes will be added to this App to offer users with exciting and informative contents.

Keywords: *Quizzes, Mobile learning, App*

1. INTRODUCTION

Smartphones and tablets have become important aspect in one's lives and according to Radianti et al. (2020), approximately 15 billion mobile devices were operating worldwide. The introduction of pocket and handheld computers due to the revolutionary changes since the 1980s, has been considered as the initial steps as to what is considered as mobile learning today (Educause, 2019). According to Draper and Stucky (2013), apps used for "me time" that assist users to kill time, relax, play games, and entertain themselves. Mobile application or commonly known as "mobile app" is a computer programme software that is developed and created for mobiles. Mobile learning technologies can provide an immersive, voluntary and enjoyable activity for the users and thus, this innovation will lead to engaging learning environment and improve one's knowledge. Based on the Grand View Research survey, global market application (app) market size was estimated at USD 228.98 billion in 2023 which encompasses applications across various sectors such as gaming, music and entertainment, learning and education, among others.

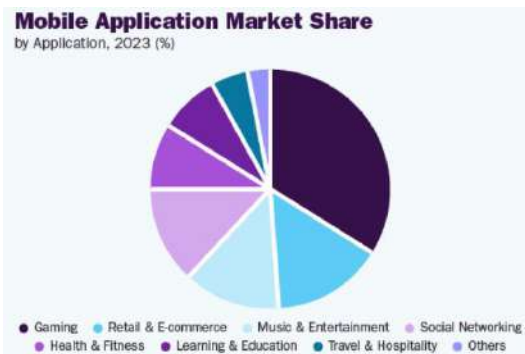


Figure 1: Mobile Application Market Share in 2023
Source: Grand View Research survey (2023)

However, the use of mobile learning is still far from mainstream (Camilleri and Camilleri, 2019). This can be seen in figure 1 that shows the mobile application market share for learning and education. Therefore, it leads to the development of CulTraB. which aims at boosting individuals' knowledge in a stress-free way of learning through series of interactive quizzes. A quiz refers to a short test of knowledge and according to Davis (1999), a quiz is usually administered in fifteen minutes or less. CulTraB. provides a learning platform for its users to have access to readily available quizzes.

2. MATERIALS AND METHODS

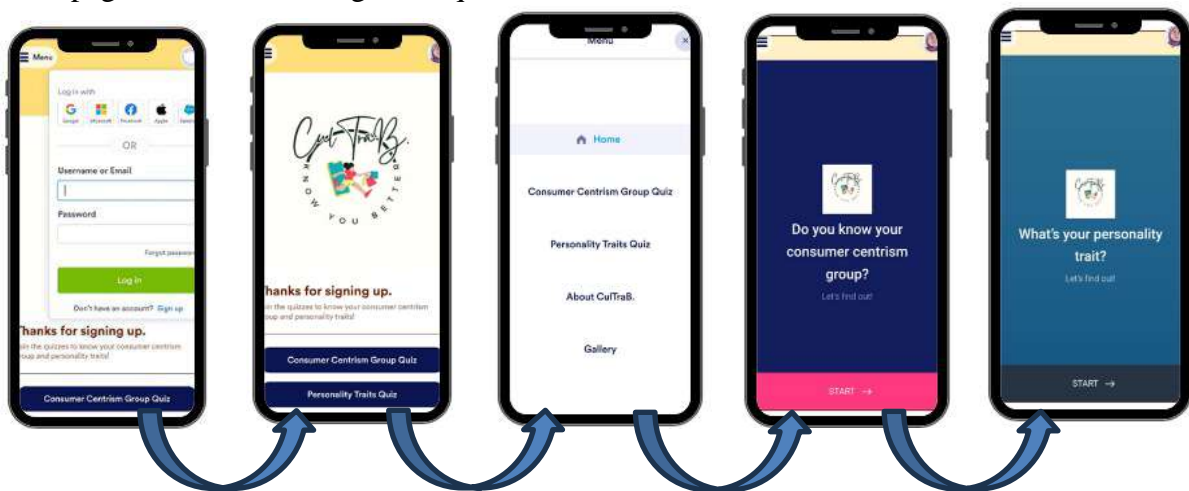
The authors choose to develop this mobile learning app to allow users to experience fun and engaging activity through readily available quizzes while boosting their knowledge through the information and contents that are provided in each of the quizzes. Functionalities of this app comprises of uploading the quizzes online, able the users to answer the quizzes, able to manage the information and responses by the users, and the users can view the contents while playing the quizzes.



First, the user must register to CulTraB. to have access to the quizzes. Then, the user can login to land on the main menu screen that provides an entry to various parts of the app. In this mobile app, for starters, we have two quizzes which are the Consumer Centristm Group Quiz and Personality Traits Quiz. The users can also view About CulTraB. to find information about this Malaysia-made mobile learning app. The user can also click on the gallery button to view examples of hygiene products made in either foreign countries or made in Malaysia. In future,

more categories of products will be added to the gallery together with the ad links to the products.

Then, the users can choose their preferred quiz and once they click the quiz button, they will be directed to the quiz. There are three consumer centrist groups (ethnocentrism, xenocentrism, and cosmopolitanism) and each of the group consists of five questions. Similarly, there are five questions for each personality traits (openness, conscientiousness, extraversion, agreeableness, and neuroticism). Next, the user can start answering the quiz and at the end of the questions, the user will know which consumer centrist group he is in or which personality traits that he has based on the content and information provided. Finally, once the user is done with the quiz, the user will click the submit button. The user can go back to the homepage to start answering other quizzes.



3. RESULTS AND DISCUSSION

According to Malik (2011), mobile apps have successfully developed the mobile marketing ecosystem. Mobile advertising through apps help to reach potential consumers. A survey has been conducted to ensure that it is important to create a mobile learning app such as CulTraB. There were 49 responses collected and the results are as follows:

1. Have you downloaded any mobile learning app in your device before?
49 responses

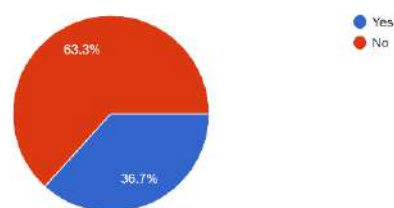


Figure 2. Have you downloaded any mobile learning app in your device before?

Based on figure 1, 63.3 per cent agree that they did not download mobile learning app in their devices. Meanwhile 36.7 per cent have downloaded mobile learning app. From the result, the demand for mobile learning app can be seen, and is expected to consistently growing. According to Neelakandan (2021), the advancement in technology has made mobile learning

even more essential in today’s world and most learners now prefer to get online information via their mobile devices.

2. Do you think that mobile app with fun quizzes interesting?
49 responses

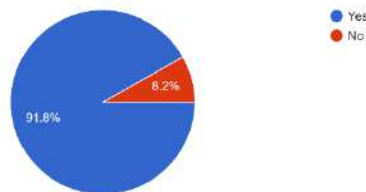


Figure 3. Do you think that mobile app with fun quizzes interesting?

Based on figure 2, 91.8 per cent agree that mobile apps with fun quizzes are interesting. Mobile learning with its interactive approach to learning can allow the users to learn at their own pace hence maximize the use of handheld devices (Okuboyejo and Koyejo, 2021). Therefore, users will feel more attached to contents that increase their knowledge through interesting quizzes.

3. Do you agree that online quizzes that give valuable and informative contents can boost an individual's knowledge?
49 responses

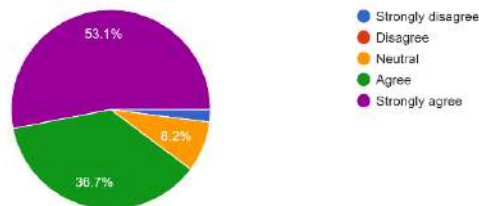


Figure 4. Do you agree that online quizzes that give valuable and informative contents can boost an individual’s knowledge?

Based on figure 3, 53.1 per cent strongly agree that online quizzes that give valuable and informative content can boost one’s knowledge. This app can take into account the users’ reviews and feedback regarding the contents to provide them with more engaging quizzes to allow effective information delivery and thus leads to app improvement.

4. CONCLUSION

The user’s personal information is extremely important and therefore will be protected. However, based on their responses to the quizzes, without exposing the users’ personal details, CulTraB. will come out with data visuals which will be valuable to marketers. According to Mandal (2022), a company may use it consumer database in different way to extract information. If marketers are interested, they can acquire the data visual, such as charts and graphs from CulTraB. These data visuals can assist marketers to strategize their businesses accordingly by understanding the consumer better. Mobile usage facilitates marketers’ abilities

to engage with consumers in cost effective ways (O’Kane, 2013). The commercialization potential also lies in the advertisement and the common monetization strategy in which CulTraB. will offer ad space to advertisers to display targeted ads to the users. Apart from that CulTraB. can also benefited from brand promotion and partnerships.

In future, more selected quizzes will be added to provide the users with more valuable knowledge and information. The input from the users can create opportunities for growth and improvement in the quality of life.

5. ACKNOWLEDGEMENT

The authors would like to thank the faculty and lecturers which have provided invaluable support during the processes of making CulTraB.

6. REFERENCES

- Camilleri, A. C. and Camilleri, M. A. (2019). Mobile learning via educational Apps: An interpretative study. *In ICETT 2019*.
- Draper, V. and Stucky, G. (2013). Beneath the surface: Uncovering the hidden motivations of mobile users. *In proceeding of Rethink Conference*.
- Educause (2019). 2019 EDUCAUSE Horizon Report. *Higher Education Edition*.
- Grand View Research (2023). Mobile application market share and trend analysis report by Store (Goole Store, Apple Store, Others), by application (Gaming, Music and Entertainment, Health and Fitness, Social Networking), and region segment forecasts, 2024-2030. Retrieved from <https://www.grandviewresearch.com/industry-analysis/mobile-application-market>
- Malik, Y. (2011). Can Pakistan build a mobile marketing ecosystem?. *International Journal of Mobile Marketing*, 6(2):28-37.
- Mandal, P. C., (2022). Roles of customer databases and database marketing in customer relationship management. *International Journal of E-Business Research*, 18(1):1-12.
- Neelakandan, N. (2021). Benefits and Challenges of Mobile Learning. Retrieved from <https://elearningindustry.com/benefits-and-challenges-of-mobile-learning>
- O’Kane, B. (2013). The breakout year for mobile measurement – What every marketer needs to know about push notifications, SMS and mobile email messaging in 2013. *International Journal of Mobile Marketing*, 8(1):86-94.
- Okuboyejo, S. and Koyejo, O. (2021). Examining users’ concerns while using mobile learning apps. *International Journal of Interactive Mobile Technologies*, Vol.15, No. 15.
- Radianti, J., Majchrzak, T.A., Fromm, J., and Wohlgenannt, I. (2020). A systematic review of immersive virtual reality applications for higher education: Design elements, lessons learned, and research agenda. *Computers and Education*, 147, 103778.

e ISBN 978-967-2948-65-0



UNIVERSITI
TEKNOLOGI
MARA

