

FIRST EDITION



**Beyond Lectures:
Insights from Business Disciplines-
(*Cultivating Writing Culture in Marketing,
Management, Finance & Economics*)**

FACULTY OF BUSINESS MANAGEMENT

Beyond Lectures:
Insights from Business Discipline-
(Cultivating Writing Culture in Marketing,
Management, Finance & Economics)

Editor

Dr Nor Azairiah Fatimah Othman



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PREFACE

It is with great pleasure that we present *Beyond Lectures: Insights from Business Disciplines* (Cultivating Writing Culture in Management, Marketing, Finance & Economics), a collective effort of academicians from Faculty of Business and Management, UiTM Johor Branch, who are deeply passionate about advancing knowledge and sharing insights in their respective fields.

This book aims for cultivating a writing culture among academics while providing a platform for sharing research, reflections, and practical perspectives. Each chapter represents the unique expertise and experiences of the contributors, offering readers valuable insights into contemporary issues in management, marketing, finance, and economics.

The process of compiling and editing this book has been both challenging and rewarding. It has brought together diverse voices and ideas, which we hope will inspire readers to further explore, discuss, and apply these concepts in their own professional and academic contexts.

On behalf of the editorial team, I would like to express my sincere gratitude to all contributors for their dedication and commitment to this project. Special thanks are also extended to the reviewers, advisors, and the Faculty of Business and Management, UiTM Johor Branch, for their continuous support and encouragement throughout this publication journey.

We hope this book will serve as a valuable resource for students, academics, and practitioners alike, and that it will stimulate further interest and research in the dynamic field of business studies.

DR. NOR AZAIRIAH FATIMAH OTHMAN

Chief Editor

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2025

FOREWORD

It is an honor for me to write the foreword for *Beyond Lectures: Insights from Business Disciplines (Cultivating Writing Culture in Management, Marketing, Finance & Economics)*. This book is a testament to the dedication and collaborative spirit of our academic community at the Faculty of Business and Management, UiTM Johor Branch.

The chapters compiled in this volume reflect the diverse expertise of our lecturers, covering important themes in management, marketing, finance, and economics. This effort not only enriches the body of knowledge in these disciplines but also nurtures a strong writing culture among our academics, which is crucial in fostering critical thinking and scholarly contribution.

I congratulate the editorial team for their commitment and perseverance in bringing this project to fruition. Their efforts have resulted in a book that will undoubtedly serve as a valuable reference for students, lecturers, and industry practitioners.

It is my hope that this publication will inspire more academics to share their work, contribute to intellectual discourse, and strengthen the connection between theory and practice.

Congratulations to everyone involved in making this book a reality.

DR. NOR HAZILA ISMAIL

Head of School
Faculty of Business and Management
UiTM Cawangan Johor
2025

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DOES A LOWER RATE OF UNEMPLOYMENT INDICATE A GOOD ECONOMIC CONDITION?

Mazida Ismail & Shashazrina Roslan

Introduction

Among the common economic indicators for a country is their unemployment rate. The lesser the unemployment rate means more people in the country are working, thus indicating the country is in a good condition. Is this statement true?

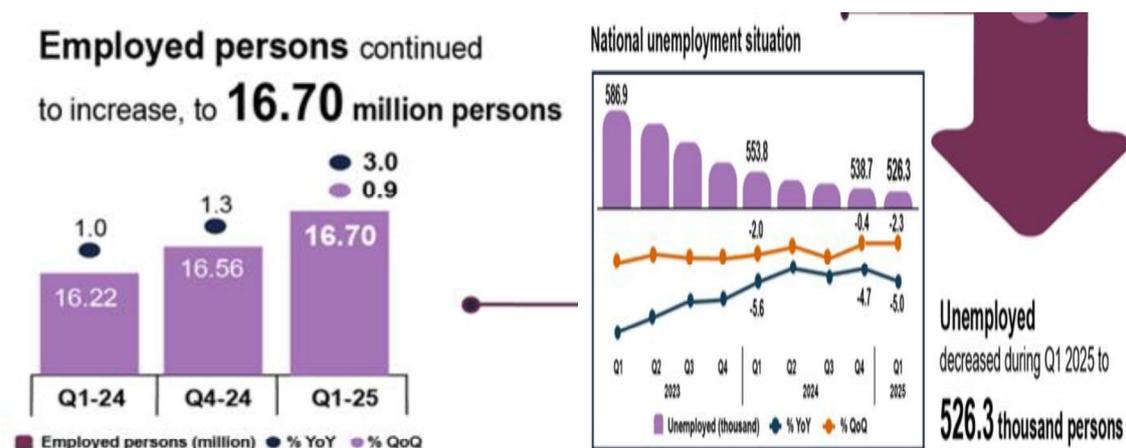


Figure 1: Labour Market Review, First Quarter 2025
Sources: Ministry of Economic, Department of Statistic Malaysia (2025)

Figure 1 above may give the connotation that the economic condition is getting better where the number of employed people are getting higher and at the same time unemployment rate is getting lower.

In Malaysia, employed refers to all persons who worked at least one hour during the reference week for pay, profit or family gain either as an employer, employee, own account worker or unpaid family worker (<https://statsdw.dosm.gov.my>). One may forget that the numbers of employed also include underemployed. Underemployment is a situation where an employed person's working time, skills, or earnings are below their potential or preferences (International Labor Organization, 2013). It may exist due to three conditions.

1. First time related unemployment where an individual works less than a normal working hour even though they are willing and available to work more.
2. Second is skill-related underemployment where workers are hired for the job that is not equivalent to their skills, education and experience.
3. Third is income-related underemployment where workers' earnings are insufficient compared to a minimum standard, despite working full time.

Skills-Related Underemployment in Malaysia

Based on data compiled from the Ministry of Economy and the Department of Statistics Malaysia (2025), the proportion of individuals with tertiary education working in semi-skilled or low-skilled jobs increased steadily from around 30% in 2017 to almost 38% in 2021, before showing a slight decline towards 2024. This trend highlights that a significant number of graduates are employed in positions that do not match their field of study or qualification level.

Skill-related underemployment has a considerable impact on graduates, resulting in financial instability that makes it challenging to meet daily living expenses, repay education loans such as PTPTN, and engage in long-term financial planning. Prolonged underemployment also limits opportunities to apply and develop the knowledge and skills gained during university, leading to skill depreciation and reduced competitiveness in the labour market. These circumstances are closely linked to psychological issues such as stress, low self-esteem, and declining mental well-being.

To address this issue, the government should revise policies related to minimum qualifications for entry-level positions to ensure alignment with the revised minimum wage. Universities must review and discontinue programmes that are no longer aligned with industry demand, while enhancing collaboration with employers to develop market-relevant curricula and strengthen internship opportunities. Additionally, initiatives such as targeted upskilling and reskilling programmes, graduate employability training, and employer incentives to hire fresh graduates can further reduce the mismatch between qualifications and job roles. Lastly, students should be provided with comprehensive career guidance to make informed choices when selecting their programmes of study, ensuring better alignment with labour market trends and future career prospects.

Conclusion

In conclusion, skills-related underemployment remains a critical challenge for Malaysia, as it affects both the economic well-being of graduates and the nation's labour productivity. Without effective interventions, this issue may lead to a persistent mismatch between education outcomes and market demands, resulting in long-term socio-economic consequences. A coordinated effort involving the government, universities, industry players, and students is essential to ensure that graduates are better prepared for the job market, thereby reducing underemployment and supporting sustainable economic growth.

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