

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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Patron:

Assoc. Prof. Dr. Saunah Zainon
(Performing the Function of Rector, UiTM Johor Branch)

Advisors:

Assoc. Prof. Dr. Raja Adzrin binti Raja Ahmad
(Deputy Rector, Academic Affairs, UiTM Johor Branch)

Dr. Nor Hazila Ismail

(Head, Faculty of Business and Management, UiTM Johor Branch)

Chief Editors & Reviewers:

Dr. Nor Azairiah Fatimah Othman, Dr. Azila Jaini, Dr. Juliana Abdul Kadir, Dr. Tan Yan Ling, Dr. Dalila Abu Bakar, Dr. Zarith Sofia Jasmi, Dr. Suhaidi Elias, Yuslizawati Mohd Yusoff, Rudza Hanim Mohamed Anuar, Syaidatul Zarina Mat Din, Nazihah Omar, Tay Bee Hoong, Zanariah Abdul Rahman

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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

Research and Publication Unit

Faculty of Business and Management

UiTM Johor Branch

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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PELABURAN Pemandangan Malam Kemerdekaan: Hotel Sekitar KLCC

Rabiatul Alawiyah Zainal Abidin, Dr Basaruddin Shah Basri, Kamal Fahrulrazy
Rahim & Norhadaliza Abdul Rahman

Pelaburan merupakan suatu usaha mengembangkan modal melalui penempatan aset dengan harapan memperoleh pulangan atau keuntungan pada masa hadapan. Industri perhotelan merupakan antara sektor perniagaan yang mampu memberikan keuntungan berlipat kali ganda, terutamanya pada tarikh dan musim tertentu.

Secara umum, hotel menerima tetamu setiap hari sama ada atas urusan kerja mahupun peribadi. Harga bilik pula sentiasa berubah mengikut lokasi, tahap permintaan, tarikh serta kemudahan yang disediakan. Faktor reputasi hotel dan keadaan sosioekonomi turut mempengaruhi kadar harga tersebut.

Tulisan ini memberi tumpuan kepada malam sambutan kemerdekaan di Kuala Lumpur, khususnya di dua buah hotel yang terletak berhampiran Menara Berkembar Petronas Kuala Lumpur Convention Center (KLCC). Sebagai perbandingan, hotel pertama menawarkan harga bilik bermula dari RM1,000 untuk penginapan dua orang dewasa bersama sarapan. Bilik tersebut memberikan pemandangan jelas menara ikonik KLCC, namun panorama bunga api hanya kelihatan dari sudut terhad.

Sebuah lagi hotel berdekatan menawarkan pakej penginapan dengan harga bermula RM1,500, termasuk empat sarapan dan akses eksklusif ke kemudahan kelab hotel. Harga yang lebih tinggi ini selaras dengan nilai tambah yang ditawarkan. Malam kemerdekaan tahun 2025 sekali lagi menampilkan persembahan bunga api yang memeriahkan suasana, meskipun tidak semua bilik mempunyai pemandangan penuh ke arah menara.

Musim cuti persekolahan yang bertindih dengan tarikh sambutan kemerdekaan meningkatkan lagi permintaan. Hotel yang berhampiran dengan lokasi acara serta menawarkan pemandangan menarik cenderung mengenakan harga lebih tinggi kerana mempunyai nilai pasaran yang kompetitif. Walaupun dua hotel yang dinyatakan tidak sepenuhnya menawarkan pemandangan optimum, pengalaman menginap serta mutu perkhidmatan tetap memberi kepuasan kepada tetamu.

Menariknya, beberapa hotel di sekitar KLCC meletakkan lobi daftar masuk pada aras lebih tinggi berbanding kebiasaan. Strategi ini bertujuan memberikan pengalaman unik kepada tetamu, iaitu panorama menara yang tersergam indah sebaik sahaja lif terbuka. Hal ini merupakan sebahagian daripada usaha pemasaran berasaskan pengalaman.

Di media sosial, terdapat juga promosi sebuah hotel yang dikatakan mempunyai pemandangan paling indah untuk melihat acara bunga api malam kemerdekaan dengan berlatar belakang Menara Berkembar Petronas KLCC. Pada tahun 2025, hotel tersebut menyediakan pakej bilik hotel dan sarapan untuk dua orang dewasa bermula dengan harga RM2,500 untuk satu malam dan wajib menginap bilik di hotel ini bermula 30 Ogos 2025 sehingga 1 September 2025. Dikhabarkan hotel ini telah ditempah sepenuhnya bagi malam kemerdekaan tahun 2026 walaupun harganya lebih tinggi berbanding dengan hotel-hotel lain yang setaraf di kawasan sama.

Penafian: Semua maklumat dalam penulisan ini berasaskan pemerhatian dan pengalaman penulis. Tiada data rasmi atau rujukan akademik digunakan dalam penyediaan artikel ini.