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2024 INTERNATIONAL SYMPOSIUM ON COMMUNITY SOCIAL RESPONSIBILITY

"SYNERGIZING FOR SOCIAL IMPACT:
COLLABORATIVE COMMUNITY
STRATEGIES"

ABSTRACT BOOK



4 & 5 September 2024
Universiti Teknologi MARA Cawangan Kedah

ORGANIZED BY:

Bahagian Penyelidikan, Jaringan Industri, Masyarakat dan Alumni (PJIM&A) UiTM Cawangan Kedah



اسبها تقوى موليا



<https://sites.google.com/uitm.edu.my/icsr2024>



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iCSR 2024

**INTERNATIONAL
SYMPOSIUM
ON COMMUNITY SOCIAL RESPONSIBILITY**

**“SYNERGIZING FOR SOCIAL IMPACT:
COLLABORATIVE COMMUNITY
STRATEGIES”**

**i-CSR 2024 Abstract Book**

International Symposium on Community Social Responsibility (i-CSR) 2024
Bahagian Penyelidikan, Jaringan Industri, Masyarakat dan Alumni (PJIM&A)
Universiti Teknologi MARA Cawangan Kedah

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TABLE OF CONTENTS

- About International Symposium on Community Social Responsibility 2024 (i-CSR2024) ----- 1
- Objective and Scope ----- 2
- Foreword from the Rector of UiTM Kedah Branch ----- 3
- Foreword from Deputy Rector of Research, Industrial Linkages, Community & Alumni Network ---- 4
- Foreword from the Chairman of i-CSR 2024 ----- 5
- i-CSR 2024 Organizing Committee ----- 6
- i-CSR 2024 Tentative : 4th September 2024 ----- 8
- i-CSR 2024 Tentative : 5th September 2024 ----- 9
- Abstract i-CSR 2024 ----- 10
- List of Collaboration Partners ----- 149
- List of Strategic Partners ----- 150
- List of Booth ----- 151





ABOUT i-CSR 2024

Introduction

International Symposium on Community Social Responsibility 2024 (i-CSR2024) hosted by the Research, Industrial Linkages, Community, & Alumni Network Unit (PJIM&A), UiTM Kedah Branch. This conference is particularly special with the involvement of presentations from 4 government agencies in Kedah that are running impactful community service programs. A forum session will also be held, involving government agencies, universities, communities, and industries directly engaged in decision-making. These physical forum and presentation sessions will focus on sharing impactful community service activities in Kedah, discussing issues and challenges related to the implementation of community service, and planning the future direction of centralized community service programs which involve academicians, professionals, community activists (government bodies and NGOs), external communities, and university students (both local and international). It is hoped that this platform for sharing ideas from various perspectives and areas of expertise will address current issues, strengthen the relationship between universities, industries, and organizations, and serve as a catalyst for new ideas that benefit the community.





OBJECTIVE & SCOPE i-CSR 2024

Objectives

- Empowering activities/projects, exchanging experiences and sharing ideas.
- Providing a platform to promote any activities/projects related with community, industries and alumni.
- Producing quality publications to expand knowledge and share community engagement activities as an inspiration to local and international community.

Scope of Symposium

- Community / Industry in Education
- Community Industry in Development
- Innovation in Community / Industry
- Community / Industry in Health
- Sustaining Impact of Community Network
- Case Studies of University-community Development and Practices
- Any Project-based Related to Community Engagement and Empowerment





FOREWORD

from The Rector of
UiTM Kedah Branch

Assalamualaikum WBT and Warm Greetings!

It is with great honor and enthusiasm that I welcome you to the International Symposium on Community Social Responsibility 2024 (i-CSR2024). This event marks a significant milestone in our collective efforts to advance the principles of social responsibility, sustainability, and community empowerment across various sectors and regions.

In an era where global challenges such as climate change, social inequity, and economic disparity continue to escalate, the role of community social responsibility (CSR) cannot be overstated. This symposium gathers a diverse group of scholars, industry experts, and practitioners to delve into these pressing issues, share insights, and explore innovative solutions that can drive meaningful change.

The theme of this year's symposium, "Sinergi Impak Sosial: Strategi Kolaboratif Komuniti," resonates deeply with our mission to foster resilient communities that are not only equipped to meet today's challenges but are also prepared to thrive in the future. Through the presentations, discussions, and workshops planned for this event, we aim to cultivate a deeper understanding of CSR's transformative power and to inspire actionable strategies that can be implemented at both local and global levels.

I would like to take this opportunity to extend my heartfelt thanks to the organizers, speakers, and participants who have made this symposium possible. Your dedication and passion for social responsibility are the driving forces behind this gathering, and I am confident that the knowledge and experiences shared here will have a profound impact on our communities and beyond. As we embark on these next few days of learning, networking, and collaboration, I encourage each of you to engage fully with the opportunities presented. Let us challenge conventional thinking, embrace new perspectives, and commit to actionable outcomes that will contribute to a more just, equitable, and sustainable world.

Thank you once again for your participation and for your unwavering commitment to the ideals of community social responsibility. I look forward to the rich exchanges and the impactful collaborations that will emerge from this symposium.

PROFESSOR DR. ROSHIMA HAJI SAID

Rector





FOREWORD

from Deputy Rector of Research, Industrial Linkages, Community, & Alumni Network

Assalamualaikum WBT and Warm Greetings!

As the Deputy Rector of Research, Industrial Linkages, Community, & Alumni Network, it is my great pleasure to extend a warm welcome and my warmest greetings to all participants of the International Symposium on Community Social Responsibility 2024 (i-CSR2024). This symposium is a significant platform for academics, industry professionals, community stakeholders, and students from around the globe to come together and engage to discuss and advance the vital role of social responsibility in shaping our communities. In today's rapidly changing world, the importance of community social responsibility cannot be overstated. The challenges we face, whether they be environmental, social, or economic demand collaborative efforts and innovative solutions that extend beyond the traditional boundaries of business and academia.



This symposium serves as a crucial platform for dialogue, collaboration, and innovation, bringing together diverse perspectives and expertise to explore new ways to enhance our impact on society. We are deeply committed to strengthening the ties between our university, industry, and the wider community. We believe that by leveraging the expertise and resources of our alumni and industry partners, we can make a significant impact on the well-being and development of our communities. The discussions and insights generated during this symposium will undoubtedly contribute to our ongoing efforts to promote sustainable and socially responsible practices.

I would like to express my sincere gratitude to the organizers, speakers, and participants who have contributed to making this symposium a success. Your dedication to advance the principles of community social responsibility is truly inspiring, and I am confident that the outcomes of this event will resonate far beyond these proceedings. May this symposium serve as a catalyst for new partnerships, innovative ideas, and a deeper commitment to social responsibility in all our endeavors. I wish everyone a productive and insightful symposium, and I look forward to the continued collaboration and innovation that will undoubtedly emerge from our shared commitment to social responsibility.

Thank you, and I wish you all a fruitful and engaging experience.

PROF. MADYA DR. MOHD. RIZAIMY SHAHARUDIN

Deputy Rector
Research, Industrial Linkages, Community, & Alumni Network



FOREWORD

from The Chairman of
the i-CSR 2024

Ladies and Gentlemen,

On behalf of the organizing committee, it is my great pleasure to welcome you to the International Symposium on Community Social Responsibility 2024 (i-CSR2024). We are honored to host this significant gathering of over 144 participants, including esteemed academicians, professionals from government agencies, private sector representatives, and passionate community activists.

The i-CSR2024 symposium, hosted by the Research, Industrial Linkages, Community, and Alumni Network Unit, PJIM&A, UiTM Kedah Branch, serves as a pivotal platform for knowledge sharing, collaboration, and the generation of innovative ideas that will benefit our communities. We are delighted to extend a warm invitation to all participants, including those from external communities and university students, both local and international, who have gathered to contribute to this noble cause.

The theme of this symposium, which encompasses a wide range of topics from community and industry in education to sustain the impact of community networks, reflects our commitment to addressing current issues and strengthening the ties between universities, industries, and communities. This is not just about presenting papers; it is about empowering activities and projects, exchanging experiences, and sharing ideas that will inspire and drive positive change. We are proud to collaborate with our strategic partners, who have played a crucial role in making this event possible. Your unwavering support and partnership have been instrumental in bringing together such a diverse and distinguished group of participants.

The objectives of this symposium are to empower through sharing, to promote impactful community and industry projects, to produce quality publications that will expand knowledge and inspire further community engagement. We will explore the vital role of community social responsibility in various sectors, including education, health, and development. As we embark on this journey of discovery and collaboration, I am confident that i-CSR2024 will not only meet but exceed our expectations in fostering meaningful dialogues and generating actionable insights. Let us use this opportunity to strengthen our university-industry-community relations and to create lasting, positive impacts on the communities we serve. Thank you all for your dedication, your contributions, and your commitment to making this symposium a resounding success. Together, we can make a difference.

DR. AZYYATI BINTI ANUAR

Chairman



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Full Paper & Publications

- : Dr. Abidah Saad
- : Dr. Sakinatul Raadiyah Abdullah
- : Dr. Kardina Kamaruddin
- : Dr. Roziyana Jafri
- : Dr. Marlina Muhamad
- : Dr. Noris Fatilla Ismail
- : Dr. Yanti Aspha Ameira Mustapha
- : Dr. Afida Ahmad

Programme Book

- : Nurul Izzati Idrus
- : Nurfaznim Shuib

Banquet

- : Dr. Daing Maruak Sadek
- : Mohd Zulhelmey Abdullah @ Abd Halim
- : Azrul Shahimy Mohd Yusof
- : Adnan Aminuddin

Souvenirs

- : Dr. Jaya Kumar Shanmugam
- : Nadira M. Jahaya
- : Fatin Raihana Ahmad Sani
- : Ahmad Harith Ashroffie Hanafi

Sponsorship

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- : Ts. Mohd Hilal Muhammad
- : Dr. Khairul Adilah Ahmad

Parallel Session

- : Nizar Nazrin

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- : Dr. Norhidayah Ali
- : Rosliza Md Zani
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- : Hasmah Laili Jamalurus
- : Dr. Chaleeda Som Sak
- : Dr. Zuraidah Mohamed Isa
- : Abd Rasyid Ramli

Emcee

- : Sharifah Syakila Syed Shaharuddin

Event Manager

- : Mohd Taufik Zulkifly
- : Dr. Norhafizah Abdul Halim

Media

- : Muhammad Akhmal Hadi Abd Manaf





Tentative i-CSR 2024

4 September 2024 (Wednesday) Online @ Webex

Meeting Link (WEBEX):

<https://uitm.my/webex.com/uitm.my/j.php?MTID=m20209f37b591b27ded4eaab071931f5d>

Meeting Number: 2640 790 4893

Meeting Password: ycJNX7FYG77

TIME

ACTIVITIES

8.00 a.m- 9.00 a.m



Arrival of Presenters, Participants and Guests

9.00 a.m- 10.00 a.m



Prayer Recitation
Singing of the National Anthem
(Negeraku and Wawasan Setia Warga UiTM)
Opening Speech by Deputy Rector (PJIM&A)
Opening Ceremony by Rector UiTM Kedah Branch

10.15 a.m- 10.35 a.m



Plenary Speaker – Prof Dr. Dodi Wirawan

10.40 a.m-11.00 a.m



Plenary Speaker – Ir. Ts. Dr. Wan Syakirah Dato Wan Abdullah

11.05 a.m-1.00 p.m



Participant Presentations (15 minutes including Q&A)

1.00 p.m- 2.00 p.m



Lunch Break

2.00 p.m-2.20 p.m



Plenary Speaker – Assoc. Prof. Dr. Nor Fazlin Mohd Ramli

2.25 p.m- 2.45 p.m



Plenary Speaker – Dr. Saifullah Al-Hany Abd Halim

2.50 p.m-4.40 p.m



Participant Presentation (15 minutes including Q&A)

4.40 p.m



Adjournment





Tentative i-CSR 2024
5 September 2024 (Thursday)
Dewan Perdana,
UiTM Kedah Branch

TIME

ACTIVITIES

8.00 a.m – 8.30 a.m

→ Arrival of Participants

8.30 a.m – 9.45a.m

→ Robotics in Action: The Obedient Drone

9.45 a.m – 11.45 a.m

→ **Presentations on CSR Best Practices by:**

- Datuk Mohd Zayad bin Md Ismail – Dewan Perniagaan Melayu Malaysia
- Cik Embun binti Majid – E-Idaman Sdn. Bhd.
- Dr. Irwan Syah Md Yusoff – Universiti Putra Malaysia
- Tuan Zaidi Yusoff – UiTM Kedah Branch

11.45 a.m. – 1.45 p.m

→ **Forum: Synergizing for Social Impact: Collaborative Community Strategies.**

Panelists:

- Dato’ Zulkhairi bin Zainol Abidin – Jabatan Kebajikan Masyarakat Negeri Kedah
- Tuan Azhar Abdul Rahman – Malaysian Communication and Multimedia Commission (MCMC)
- Madam Tio Bee Chan – Pantai Hospital Sungai Petani

1.45 a.m. – 2.30 p.m

→ Demonstration: Empowering Communities Through Knowledge Transfer

2.30 p.m.

→ Arrival of the Honorable Guest

Doa Recitation

Singing of the National Anthem : Negaraku

Keynote Speech (Deputy Vice-Chancellor ICAN)

Closing Speech (Rector of UiTM Kedah Branch)

Announcement of Winners

Photography session

Banquet

4.40 p.m.

→ Adjournment



ABSTRACT





Cabaran Transformasi Digital dalam Kalangan Usahawan Kecil: Satu Tinjauan Awal

Nor Fadzilah Zainal

Jabatan Pengurusan dan Perniagaan Universiti Teknologi MARA Cawangan Pulau Pinang

Siti Nur Fathini Muhsain

Jabatan Pengurusan dan Perniagaan Universiti Teknologi MARA Cawangan Pulau Pinang

Nor Hidayah Harun

Jabatan Pengurusan dan Perniagaan Universiti Teknologi MARA Cawangan Pulau Pinang

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Aniza@Marzita Ishak

Jabatan Pengurusan dan Perniagaan Universiti Teknologi MARA Cawangan Pulau Pinang

ABSTRAK

Era digital yang semakin maju kini telah membuatkan perubahan gaya hidup masyarakat menjadi lebih efektif dan efisien dalam menguruskan kehidupan seharian seperti urusan jual beli. Namun, masih terdapat usahawan yang kurang cakna dalam mempraktikkan transformasi digital ini untuk mengembangkan perniagaan ke peringkat global terutamanya bagi usahawan kecil. Sehubungan dengan itu, satu tinjauan awal telah dilaksanakan terhadap 30 orang usahawan kecil yang hadir ke bengkel Usahawan Kecil, Impak Besar: Kuasa Pemasaran Digital di Pusat Sebaran Maklumat Nasional (NADI) Bertam, Pulau Pinang Tujuan utama kajian adalah untuk memahami cabaran dan keperluan peserta dalam memanfaatkan teknologi digital untuk pertumbuhan perniagaan. Kajian ini menggunakan kaedah tinjauan kuantitatif dengan menggunakan soal selidik. Dapatan kajian mendedahkan, cabaran utama adalah kekurangan literasi komputer dalam kalangan peserta yang mana ramai di antara mereka kurang mahir dalam menggunakan teknologi digital asas yang diperlukan untuk aktiviti pemasaran yang berkesan. Begitu juga dengan kurangnya pengetahuan mengenai konsep dan alat pemasaran digital seperti pengoptimuman enjin carian (SEO) dan pemasaran media sosial turut menyukarkan usahawan kecil untuk memaksimumkan potensi perniagaan mereka di platform digital. Selain itu, akses internet yang terhad serta turut menghalang usahawan ini daripada mengambil kesempatan penuh terhadap strategi pemasaran dalam talian. Oleh itu, hasil kajian ini dapat membantu memberikan gambaran awal kepada pihak tertentu untuk merangka langkah intervensi yang lebih tepat bagi membantu usahawan kecil. Pemahaman yang lebih mendalam tentang cabaran dan keperluan usahawan kecil dapat memastikan kejayaan dan kelestarian perniagaan mereka dalam ekonomi digital yang semakin berkembang ini. Tambahan lagi, dengan memperkasakan usahawan kecil dengan kemahiran dan pengetahuan yang relevan, mereka dapat menggunakan teknologi digital secara efektif dan berkeyakinan.

Kata Kunci: Transformasi digital, Usahawan kecil, Literasi, Teknologi digital, Pemasaran digital





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KEBAJIKAN
Masyarakat



Jabatan Kebajikan Masyarakat Negeri Kedah
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Pentadbiran Kerajaan Persekutuan,,
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Negeri Kedah



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Kedah



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idamanXchange Mobile App



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Multimedia Commission (MCMC)



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Bank Rakyat Kedah



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Malaysia (DPMM) Negeri Kedah



Public Gold



Pertubuhan Pemulihan
dalam
Komuniti Merbok



Chempaka



Omega Zero to Hero @ Kedah





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