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UiTM Cawangan Kedah



UNIVERSITI
TEKNOLOGI
MARA

Faculty of Business
and Management

UiTM *di hatiku*

VOLUME 7
2023

eISSN 2716-599X



772716 599000
e-ISSN 2716-599X

FBM INSIGHTS

Faculty of Business and Management

Universiti Teknologi MARA Cawangan Kedah

e-ISSN 2716-599X

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 bulletin.

Published by : Faculty of Business and Management,
Universiti Teknologi MARA Cawangan Kedah

Published date : 13 June 2023

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RECTOR'S MESSAGE



A heartiest congratulation is extended to the Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, on the publication of the seventh volume of FBM Insights.

This most recent volume of FBM Insights covers 25 emerging issues related to microcredit, micromanagement, marketing, consumer behaviour, social media, disability, dark tourism, and food security. This compilation demonstrates UiTM Cawangan Kedah's commitment to disseminate business-related information and relevant content to a wider audience.

I believe that this bulletin is an apt platform for members of the Faculty of Business and Management to produce more academic materials which can benefit the faculty members themselves and also other people at large. Such an initiative is indeed laudable since as academicians, writing to share information is definitely crucial to our personal and professional development.

Again, I would like to congratulate the Faculty of Business and Management and all individuals involved in the publication of FBM Insights volume 7. May FBM Insights continue to grow from strength to strength in the future.

Sincerely,

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah

FROM THE DESK OF THE HEAD OF FACULTY



Assalamualaikum w.b.t

Welcome to the 7th Edition of FBM Insights 2023. This edition presents 25 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge, including matters relating to Covid 19, entrepreneurship, microfinance, and gold investing. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was created in the year 2020 with the aspiration to inculcate the scholarly writing culture among FBM UiTM Kedah's lecturers. Thank you to the Almighty, this bulletin still receives a positive response for each of its editions. It is our hope this continues and that FBM Insights will one day progress to another level.

Publish or perish, one phrase that all academics must embrace. The importance of academic publication is evident when it is included in several of the university's Key Performance Index (KPI). We need to strive to produce scholarly work. I hope FBM Insights can become a small steppingstone for all FBM academics of UiTM Kedah, in our efforts to improve our publications numbers.

Congratulations again to all authors. Heartiest congratulations to the bulletin's editorial board who worked hard in making FBM Insights what it is today. I wish everyone the best and keep up the excellent work.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

TABLE OF CONTENTS

Editorial Board		iii
Rector’s Message.....		iv
From The Desk Of The Head Of Faculty.....		v
1.	MICROCREDIT PROGRAMMES FOR INCOME GENERATION: WHY NOT? <i>Zuraidah Mohamed Isa, Dahlia Ibrahim & Zaiful Affendi Ahmad Zabib</i>	1
2	USING A CREDIT CARD? IT’S TIME TO EMBRACE BUY NOW PAY LATER <i>Mohd Fazil Jamaludin, Khairul Azfar Adzahar & Mohd Shafiz Saharan</i>	3
3	THE RELATIONSHIP BETWEEN THE CONCEPTS OF SUSTAINABLE AND RESPONSIBLE INVESTMENT (SRI) AND SUSTAINABLE DEVELOPMENT GOALS (SDGs) <i>Muhammad Zarunnaim Haji Wahab & Mohamad Hanif Abu Hassan</i>	5
4	MICROMANAGEMENT – IMPACT ON EMPLOYEES AND ORGANIZATIONS <i>Azfahanee Zakaria, Syed Mohammed Alhady Syed Ahamd Alhady & Sarah Sabir Ahmad</i>	8
5	FACTORS INFLUENCING THE CONSUMER PURCHASE BEHAVIOR <i>Sarah Sabir Ahmad, Azfahanee Zakaria & Mhd Azmin Mat Seman</i>	11
6	INVESTING IN GOLD: A HEDGE AGAINST INFLATION <i>Dahlia Ibrahim & Zuraidah Mohamed Isa</i>	13
7	WHAT IS A NON-PERFORMING LOANS (NPLs) FROM THE MALAYSIAN PERSPECTIVE? <i>Mohamad Hanif Abu Hassan, Muhammad Zarunnaim Haji Wahab & Wahidah Shari</i>	15
8	EMOTIONAL LABOR AMONG ACADEMICS <i>Rosliza Md Zani, Anita Abu Hassan & Abd Rasyid Ramli</i>	18
9	IMPACT OF COVID-19 ON CONSUMER CONSUMPTION PATTERNS <i>Fatihah Norazami Abdullah, Nor Edi Azhar Mohamed & Noriza Mohd Saad</i>	20
10	DIGITAL BOOKKEEPING SOLUTIONS FOR MICRO. SMALL & MEDIUM ENTERPRISES (MSMEs) <i>Fauziah Mohamad Yunus & Chaleeda Som Sak</i>	23
11	POTENTIAL AND CHALLENGES OF THE GLOBAL YOUTH COOPERATIVES’ MOVEMENT IN THE 21ST CENTURY <i>Khairul Azfar Adzahar, Mohd Fazil Jamaludin & Mohd Shafiz Saharan</i>	27
12	THE SIGNIFICANCE OF DIFFERENTIAL ADVANTAGE <i>Norhidayah Ali, Azni Syafena Andin Salamat & Suhaida Abu Bakar</i>	29

POTENTIAL AND CHALLENGES OF THE GLOBAL YOUTH COOPERATIVES' MOVEMENT IN THE 21ST CENTURY

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Cooperatives can play an essential role in resolving youth's difficulties while also supporting the United Nations Sustainable Development Goals (SDGs), specifically, SDG 8 on decent work and SDG 4 on quality education for youth. According to (Plan International, 2020), around 75 million young people worldwide are unemployed, and nearly 90 per cent of young people aged 15 to 24 live in developing nations. Youth's lack of work experience may cause them to fall into the "experience trap". They are unable to get employment and thus cannot gain the required job experience. In addition, during economic downturns, according to the 'last in, first out' principle, young individuals may be the last to be hired due to a lack of experience and the first to be fired due to a lack of work (International Labour Organization, 2012). Cooperatives can be found in every state and numerous industries, including agriculture, manufacturing, real estate, and retail. Cooperatives address voids in the market by delivering high-quality goods and services at reduced prices, along with superior customer service. Youth play a vital role in the future of cooperatives, which are increasingly recognised as essential, not just for tackling economic inequality but also for achieving sustainable development goals. The purpose of this article is to provide a comprehensive understanding of the prospects and key difficulties facing young members of cooperatives today.

The obstacles faced by youth-run cooperatives are not dissimilar to those encountered by other cooperatives. The difficulty of incorporating cooperative learning into the curriculum and freeing up the time required for it is one of the well-known obstacles to the youth cooperative movement. In addition, the finding that curricular alignment and time factors predict the adoption of cooperative learning offers educators direction for equipping them to transfer cooperative knowledge to students (Buchs et al., 2017). Moreover, youth cooperatives face challenges in the areas of corporate governance, which refers to the decision-making process within a cooperative and whether it promotes the co-op's goals or the needs of its members; leadership, which refers to the capacity of cooperative leaders and managers to develop and implement effective business strategies to achieve the co-op's goal and objectives; and cooperative member engagement and contribution to the success of the cooperative. Cooperatives must assess their governance and leadership practises and participate in programmes that incorporate and encourage member participation for these and other reasons. They will be in a much stronger position to face future problems and thrive as lucrative and sustainable businesses that will continue to serve their communities for generations.

In today's competitive world, it is more important than ever for young people to have access to opportunities that will help them grow and develop their skills. Young people who are unable to obtain employment in the private or public sector seek out alternative employment options. Youth cooperatives provide an option for many people. A youth cooperative is a sort of associative enterprise created by young people from the same community. Their objective is to help members enhance their leadership and entrepreneurship skills. These enterprises also provide participants with the chance to acquire new and useful skills that will aid them in their future professional endeavours. Youth participation in the cooperative enterprise indirectly enhances their ability to

speak in public, organise and execute activities, increase their social skills and dedication to community service, and foster critical thinking and collaboration (Suhaimi et al., 2018).

The cooperative movement was crucial in building the foundation for a society based on equality. Self-help and mutual aid have been advocated by the cooperative movement. During the industrial revolution, employees endured harsh circumstances and inadequate pay. Many workers believed that self-employment was the only option to better their circumstances. As a result, a large number of skilled workers formed cooperatives, allowing them to help one another and enhance working circumstances. Cooperatives provide alternatives to large corporations and hierarchical organisations for customers. For instance, many small grocery stores are members of a cooperative that enables them to acquire materials in bulk. In addition, they earn discounts on supplies, which they pass on to their customers. Consequently, the cooperative notion is frequently appealing to individuals with limited social and financial resources such as youths (Othman, 2014) because it encourages the pooling of resources for the greater good.

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