

# FBM

UITM  
CAWANGAN KEDAH

# Insights



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

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, 08400 Merbok, Kedah, Malaysia.

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

## **FBM INSIGHTS EDITORIAL BOARD**

### **Advisor**

Dr. Yanti Aspha Ameira binti Mustapha, Universiti Teknologi MARA Cawangan Kedah

### **Chief Editor**

Dr. Zuraidah binti Mohamed Isa, Universiti Teknologi MARA Cawangan Kedah

Dr. Norhidayah binti Ali, Universiti Teknologi MARA Cawangan Kedah

### **Managing Editor**

Dr. Azyyati binti Anuar, Universiti Teknologi MARA Cawangan Kedah

Puan Nurul Hayani binti Abd Rahman, Universiti Teknologi MARA Cawangan Kedah

### **Editors**

Dr. Dahlia binti Ibrahim, Universiti Teknologi MARA Cawangan Kedah

Dr. Nur Zainie binti Abd Hamid, Universiti Teknologi MARA Cawangan Kedah

Dr. Roziyana binti Jafri, Universiti Teknologi MARA Cawangan Kedah

Puan Rosliza binti Md. Zani, Universiti Teknologi MARA Cawangan Kedah

Puan Najah binti Mokhtar, Universiti Teknologi MARA Cawangan Kedah

Puan Yong Azrina binti Ali Akbar, Universiti Teknologi MARA Cawangan Kedah

Puan Hanani binti Hussin, Universiti Teknologi MARA Cawangan Kedah

Puan Shakirah binti Mohd Saad, Universiti Teknologi MARA Cawangan Kedah

Encik Mohd Radzi bin Mohd Khir, Universiti Teknologi MARA Cawangan Kedah

Puan Wan Shahrul Aziah binti Wan Mahamad, Universiti Teknologi MARA Cawangan Kedah

Puan Syukriah binti Ali, Universiti Teknologi MARA Cawangan Kedah

Dr Rabitah binti Harun, Universiti Teknologi MARA Cawangan Kedah

### **Manuscript Editor**

Cik Nurul Izzati binti Idrus, Universiti Teknologi MARA Cawangan Kedah

Cik Nurfaznim binti Shuib, Universiti Teknologi MARA Cawangan Kedah

### **Secretary**

Puan Intan Nazrenee binti Ahmad, Universiti Teknologi MARA Cawangan Kedah

Puan Syahrul Nadwani binti Abdul Rahman, Universiti Teknologi MARA Cawangan Kedah

### **Technical Board**

Dr. Afida binti Ahmad, Universiti Teknologi MARA Cawangan Kedah

### **Graphic Designer**

Dr. Shafilla binti Subri, Universiti Teknologi MARA Cawangan Kedah

## 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

13	<b>CONSUMER BEHAVIOR: DIGITAL LIFESTYLE</b> <i>Muhammad Hanif Abdul Gafar &amp; Nor Amira Mohd Ali</i>	32
14	<b>WOMEN LEADERSHIP</b> <i>Kardina Kamaruddin, Roziyana Jafri &amp; Noor Maliniasari Ali</i>	34
15	<b>DIGITAL FOOD MARKETING TREND: GOOD OR BAD FOR CONSUMERS?</b> <i>Rabitah Harun, Nurul Hayani Abd Rahman &amp; Law Kuan Kheng</i>	37
16	<b>THE IMPACTS OF NEGATIVE ONLINE REVIEWS ON BUSINESS REPUTATION</b> <i>Ramli Saad, Wan Shahrul Aziah Wan Mahamad &amp; Yong Azrina Ali Akbar</i>	40
17	<b>SOCIAL MEDIA USAGE: INFLUENCE ON STUDENTS LIFE</b> <i>Wan Shahrul Aziah Wan Mahamad, Ramli Saad &amp; Yong Azrina Ali Akbar</i>	43
18	<b>EMBEDDED EMOTIONAL INTELLIGENCE IN CUSTOMER SERVICE'S COURSE SYLLABUS</b> <i>Shakirah Mohd Saad</i>	45
19	<b>CASHLESS PAYMENTS INFLUENCE IMPULSE BUYING BEHAVIOUR</b> <i>Syahida Abd Aziz &amp; Roziyana Jafri</i>	48
20	<b>IMPROVING THE AGRICULTURE SECTOR USING LEAN 4.0</b> <i>Azyyati Anuar &amp; Daing Maruak Sadek</i>	51
21	<b>UNDERSTANDING AND ADDRESSING DISABILITY IN MALAYSIA</b> <i>Nurul Hayani Abd Rahman, Rabitah Harun &amp; Shazwani Salleh</i>	53
22	<b>CORRUPTION PERCEPTION INDEX: INVESTOR AND MALAYSIA</b> <i>Nor Amira Mohd Ali &amp; Muhammad Hanif Abdul Gafar</i>	56
23	<b>DARK TOURISM IN MALAYSIA: A GROWING SECTOR</b> <i>Muhammad Hanif Othman &amp; Zouhair Mohd Rosli</i>	59
24	<b>POST-COVID-19 PANDEMIC: WHAT IS NEXT FOR THE TOURISM SECTOR IN MALAYSIA?</b> <i>Muhammad Hanif Othman &amp; Zouhair Mohd Rosli</i>	62
25	<b>FOOD SECURITY: DOES IT MATTER?</b> <i>Irlisuhayu Mohd Ramli &amp; Nabila Ahmad</i>	64

# UNDERSTANDING AND ADDRESSING DISABILITY IN MALAYSIA

Nurul Hayani Abd Rahman  
Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah  
nurulhayani@uitm.edu.my

Rabitah Harun  
Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah  
rabitah@uitm.edu.my

Shazwani Salleh  
Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah  
shazwani065@uitm.edu.my

Everyone should have the right and opportunity to become involved in society's activities, but this does not always happen for those with disabilities. Thus, it is important to continuously share information and create awareness about disability. Some people are born with disabilities, while others experience them due to illness or accidents. Individuals with disabilities face several barriers to equal participation in Malaysian society, examples of which include physical, communication and attitude barriers, as well as lack of access to education, employment and healthcare.

The Persons with Disabilities Act 2008 (PWD Act 2008) states that "...persons with disabilities (PwDs) include those who have long-term physical, mental, intellectual, or sensory impairments, which, in interaction with various barriers, may hinder their full and effective participation in society."

In Malaysia, disability is a complex issue that affects a large proportion of the population. Although the government strives to protect the rights and wellbeing of people with disabilities, many still encounter major barriers that make it difficult for them to participate equally in society. Figure 1 shows the seven disability categories listed by Jabatan Kebajikan Masyarakat (JKM).

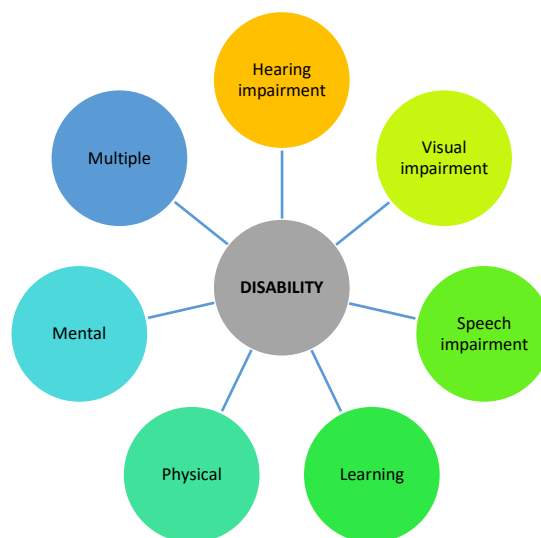


Figure 1 Seven disability categories

Table 1  
Registered Person with Disability (PWD) by the end of 31 December 2022

Categories	Total
Visual impairment	54,955
Hearing impairment	42,494
Speech impairment	3,367
Physical	218,116
Learning	233,760
Mental	52,209
Multiple	28,752

According to Jabatan Kebajikan Masyarakat (2023), Malaysia has 633,653 registered PwDs in 2022. As refer to Table 1, majority of these, 233,760, were classified as having a learning disability as of December 31, 2022. Learning disabilities (LDs), which are diagnosed from both educational and medical perspectives, are classified into six common types: (1) global developmental delay (GDD); (2) Down's syndrome; (3) attention deficit hyperactivity disorder (ADHD); (4) autism spectrum disorder; (5) intellectual disability; and (6) specific learning disabilities (such as dyslexia, dyscalculia or dysgraphia).

## **EMPLOYMENT OPPORTUNITIES FOR PEOPLE WITH DISABILITIES.**

Many Malaysians with disabilities continue to face difficulties accessing basic services and participating in the labour force. Many buildings and public transportation options, for example, remain inaccessible, and employment opportunities for people with disabilities are limited. This was demonstrated by the work of Narayanan (2018), who found various forms of discrimination against disabled people at workplaces in Malaysia. These included inaccessible physical environments, the lack of relevant assistive technology and negative attitudes towards disabilities.

The Malaysian government has introduced a series of programmes aimed at relieving the economic difficulties of PwDs. These structured training programmes deliver knowledge, skills and positive attitudes to PwDs so that they can be gainfully employed. In addition, the Wage Subsidy Program, a government incentive, successfully secured jobs for 494 persons with disabilities (Department of Statistics, 2021). Under the Malaysia Short-term Employment (MySTEP) Programme, the government stipulated that a quota of one per cent of job placement opportunities should be reserved for young people with disabilities (Lee, 2022).

Omar et al. (2021) described how employers were more likely to hire PwDs for their organisations based on their readiness and commitment. In addition, the types of disabilities, industries and ethnicities of PwDs were major contributions to hiring decisions involving PwDs. Bam and Ronnie (2020) added that organisations must ensure early experiences of inclusion in the workplace. These inclusionary practices should be evident during the employee induction phase so that employees with disabilities can become familiar with the workplace environment and those without disabilities can also become familiar with having PwDs as colleagues. As both types of employees would be working together, they must be familiar with each other; for example, they must be aware of how each other works, as well as their strengths and weaknesses, to thrive in their job performance.

An organisation's inclusivity practices are also critical in supporting and enhancing the PwD inclusion in the workplace because these ensure PwDs are recognised as employees. Thus, PwDs would be comfortable working in this type of accepting environment. Employers should actively participate in disability-awareness training to reduce the stereotyping of and discrimination against disabled people. In addition, the enhancement of employment-supported programmes is required (Abd Manaf et al., 2019) and job coaches at the workplace must be empowered, especially to provide more in-house training to both disabled and non-disabled people (Awang Rajib & Salleh, 2021).



## CONCLUSION

Disability is a human rights issue, but many people with disabilities are subject to multiple violations of their rights—including abuse, prejudice, disrespect and discrimination at the workplace—because of these disabilities. Employers and employees must cooperate, be supportive and respect each other's contributions, which would indirectly create harmonious working environments worldwide. Overall, despite the progress in promoting the rights and wellbeing of people with disabilities in Malaysia, far more work is required to ensure they can fully participate in society and enjoy equal employment opportunities. One useful initiative is to continuously raise the awareness of employers and employees about the various types of disabilities and the importance of registering PwDs. This would enable PwDs to access, for example, inclusive education, healthcare benefits, financial assistance and job placement services. Through encouragement, empowerment through skilled development programmes and integrating suitable technology into job environments, PwDs will be allowed to join the workforce and perform, at any level, jobs that suit their impairment.

## REFERENCES

- Abd Manaf, A. R., Othman, S. Z., Mohd Isa, M. F., Wan Mohd Noor, W. S., & Azizan, N. (2019). Employment challenges among persons with disabilities in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 9(10), 139-148.
- Awang Rajip, S. N., & Salleh, A. (2021). Factors that affect the readiness of human resource management in employing people with disability: Hotel Industry in Kota Kinabalu, Sabah, Malaysia. *E-Proceeding 8th International Conference on Public Policy And Social Science (ICoPS)*, 482-485
- Bam, A., & Ronnie, L. (2020). Inclusion at the workplace: An exploratory study of people with disabilities in South Africa. *International Journal of Disability Management*, 15(e6), 1-9
- Department of Statistics Malaysia. (2021, April 8). Key statistics of labour force in Malaysia, February 2021. [https://www.dosm.gov.my/v1/index.php?r=column/cthemedByCat&cat=124&bul\\_id=aThJdGVVcFVMN3IKUndBMGNKZ0Q0dz09&menu\\_id=Tm8zcnRjdVRNWWlpWjRlbnmtlaDk1UT09](https://www.dosm.gov.my/v1/index.php?r=column/cthemedByCat&cat=124&bul_id=aThJdGVVcFVMN3IKUndBMGNKZ0Q0dz09&menu_id=Tm8zcnRjdVRNWWlpWjRlbnmtlaDk1UT09)
- Jabatan Kebajikan Masyarakat (2021, April). Orang kurang upaya. [https://www.jkm.gov.my/jkm/index.php?r=portal/left&id=UnN2U3dtUHhacVN4aHNPbUIPayt2QT09#:~:text=Terbahagi%20kepada%20tiga%20\(3\)%20jenis,Quadriplegia](https://www.jkm.gov.my/jkm/index.php?r=portal/left&id=UnN2U3dtUHhacVN4aHNPbUIPayt2QT09#:~:text=Terbahagi%20kepada%20tiga%20(3)%20jenis,Quadriplegia)
- Jabatan Kebajikan Masyarakat (2023, February). Statistik pendaftaran OKU. <https://www.jkm.gov.my/jkm/index.php?r=portal/full&id=ZUFHVtB1NnJWM0EreGtwNC9Vb1hvdz09>
- Lee, C. (2022, August 9). Malaysia channels RM21 billion to wage subsidy programme. <https://hrmasia.com/malaysia-channels-rm21-billion-to-wage-subsidy-programme/>
- Narayanan, S. (2018). A study on challenges faced by disabled people at workplace in Malaysia. *Proceeding—5th Putrajaya international conference on children, women, elderly and people with disabilities*, 185-197.
- Omar, M. K., Ali, N. S. M., Puad, M. H. M., Yaakub, M., & Zakaria, A. (2021). Enabling employment for people with disability (PWD): readiness, commitment, and disposition of Malaysian employers. *International Journal of Entrepreneurship and Management Practices*, 4(15), 1-22