

VOLUME 8

FACULTY OF BUSINESS AND MANAGEMENT

BULLETIN



FBM

Insights



eISSN 2716-599X



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 : 20 October 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.

RECTOR'S MESSAGE



I would like to extend my gratitude for your visit to FBM Insights Volume 8, a publication brought forth by the esteemed Faculty of Business and Management, UiTM Kedah Branch. This bulletin endeavours to present a concise and beneficial collection of important insights and research findings derived from the domain of social sciences.

FBM Insights aims to simplify complex social science concepts into easily digestible bullet points, making valuable knowledge more accessible to a wider audience. In this bulletin, each article provides a glimpse into the diverse and dynamic world of social sciences, including psychology, sociology, economics, finance, and other pertinent fields. Through concise and informative summaries, the intention is to promote a deeper understanding of human behaviour, societal trends and the multifarious factors that shape our world.

My heartfelt appreciation is proffered to the dedicated researchers and scholars whose works form the foundation of this bulletin, contributing significantly to the ever-changing landscape of knowledge in social sciences. In navigating the modern era's challenges and opportunities, the intrinsic value of social science research in guiding policy decisions and fostering social cohesion cannot be overstated.

I sincerely hope that this bulletin will spark readers' curiosity and inspire them to delve deeper into the myriad facets of human society and behaviour. Irrespective of whether you are a student, educator, or policymaker, I firmly believe that this publication will serve as an invaluable resource in your quest for knowledge.

Once again, thank you for embarking on this journey of discovery with us. Together, let us explore the captivating world of social sciences and its profound impact on our lives.

Thank you.

Prof. Dr. Roshima Haji Said

Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah

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

TABLE OF CONTENTS

	Rector’s Message.....	iii
	Editorial Board.....	iv
1.	STUDENTS AS TARGETED PROSPECTS FOR MONEY MULE SYNDICATE <i>Mohd Shafiz Saharan, Mohd Fazil Jamaludin & Khairul Azfar Adzahar</i>	1
2.	THE VALUE OF COACHING ON THE EMPLOYEE AND THE ORGANIZATION <i>Roziyana Jafri, Kardina Kamaruddin & Syahida Abd Aziz</i>	4
3.	BOOK REVIEW – ESSENTIALS OF ECONOMICS <i>Muhammad Hanif Othman</i>	7
4.	UNLOCKING POTENTIAL: ARTIFICIAL INTELLIGENCE AND ORGANISATION PERFORMANCE <i>Norhidayah Ali, Azni Syafena Andin Salamat & Suhaida Abu Bakar</i>	9
5.	GENERATION Y EMPLOYEES: UNDERSTANDING THEIR WORKPLACE DESIRES <i>Rosliza Md Zani, Syukriah Ali & Anita Abu Hassan</i>	12
6.	ENHANCING STOCK INVESTMENT: WHY KNOWING INVESTOR TYPES MATTERS? <i>Syukriah Ali, Najah Mokhtar & Rosliza Md Zani</i>	14
7.	JOB LOSS IN THE AGE OF ARTIFICIAL INTELLIGENCE (AI) <i>Jamilah Laidin, Nor Azira Ismail & Shahiszan Ismail</i>	17
8.	ISLAMIC NANOCREDIT SCHEME: BREAKING FREE FROM DEBT TRAPS OF MONEYLENDER <i>Zuraidah Mohamed Isa, Dahlia Ibrahim & Zaiful Affendi Ahmad Zabib</i>	19
9.	STUDENT DEPRESSION: SHEDDING LIGHT ON A SIGNIFICANT ISSUE <i>Norafiza Mohd Hardi & Nor Hakimah Mohd Hardi</i>	21
10.	UNRAVELING THE EFFECTS OF CELEBRITY ENDORSEMENT ON CONSUMER PURCHASE INTENTION <i>Nurul Hayani Abd Rahman, Nani Ilyana Shafie & Rabitah Harun</i>	24
11.	CRYPTOCURRENCY: A NEW FINANCIAL PARADIGM <i>Dahlia Ibrahim & Zuraidah Mohamed Isa</i>	27
12.	STUDENT LOAN: A MALAYSIAN STORY <i>Anita Abu Hassan & Mohd Syazrul Hafizi Husin</i>	29
13.	ISLAMIC SOCIAL FINANCE INTEGRATION: THE ITEKAD CASE IN MALAYSIA <i>Muhammad Hanif Abu Hassan, Wahidah Shari & Muhammad Zarunnaim Haji Wahab</i>	31

THE VALUE OF COACHING ON THE EMPLOYEE AND THE ORGANIZATION

Roziyana Jafri

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

Kardina Kamaruddin

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

Syahida Abd Aziz

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

INTRODUCTION

Due to intense global competition, organizations are becoming increasingly aware of the importance of human resources. Effective human resources are also viewed as a primary source of competitive advantage that propels businesses to success. To enhance the performance of the organization, human resource management is investing in its human capital to develop its talents. Organizations are turning to coaching to improve employee performance and gain a distinct competitive advantage in the market. By introducing coaching, they are targeting personnel in their business, hoping to improve each one's performance.

THE VALUE OF COACHING

Coaching is the process of enhancing a person's abilities and knowledge so that their job performance improves, hopefully resulting in the accomplishment of organizational objectives (Grant, 2017). Coaching is a professional relationship between a coach and a coachee that is mutually beneficial and centered on the coachee's goals (Passmore & Lai, 2019). The coach functions as a consultant who employs various behavioural techniques and methods to assist the coachee in achieving a set of goals (Schultz, 2022). Internal coaching can occur when managers and leaders engage employees in formal or informal coaching sessions that become a style of leadership (Schultz, 2022). It can also take place externally, with an external coach working with managers and leaders, which is referred to as an intervention (Grant, 2017).

According to Passmore and Lai (2019), coaching entails a two-way information transfer: the coach responds to information about the coachee's requirements, while the coachee receives aid and concrete direction from the coach. The success of the coaching is largely determined by the coach chosen for the coaching sessions (Allan, 2013). High-level coaches can assist in strengthening employee abilities, procure resources to increase self-awareness, endorse behavioural change, and stimulate self-development and achievements (Kets de Vries et al., 2010).

VALUE OF COACHING ON EMPLOYEE

Coaching nowadays encompasses a broader view of the workplace, including promoting the psychological health of employees. Psychological well-being comprises all abilities that improve an employee's personality, thinking, and temperament, such as improved self-efficacy, confidence, and stress management (Christina & Holger, 2021). Effective stress management skills enhance interpersonal interactions, and resilience can help employees maintain psychological wellness (Christina & Holger, 2021). As an outcome, coaching enables individuals

to create better improvements in their personality, thinking, and attitude, enhancing their work performance and life satisfaction (Kets de Vries et al., 2010).

Coaching is incredibly valuable and effective in that it sheds light on human needs and how they should be addressed (Allan, 2013). Schultz (2022) asserts that coaching enables people to evolve professionally. Coaching has been associated with increased employee satisfaction and work-related performance (Ellinger et al., 2003). This individualized approach motivates employees to work, take more initiative, and produce outcomes that exceed expectations (Grant, 2017). In this sense, the emphasis is on coaching objectives emphasizing improved employee performance (Grant, 2017).

VALUE OF COACHING ON ORGANIZATION

Coaching is valued because it enables managers and employees to learn and grow, ultimately enhancing their individual potential and effectiveness (Schultz, 2022). Baron and Morin (2009) affirm that coaching has a favorable impact on employee performance and an organization's overall profitability. In addition, according to Soha and Ester (2016), coaching thereby assists employees in boosting performance and reaching organizational goals. This entails the coaching process of assisting and inspiring an individual or group to create ways of thinking, a state of being, and learning methodologies (Berg & Karlsen, 2012).

Furthermore, coaching has value in improving the decision-making process and encourages the introduction of innovative ideas and the production of alternatives, which will inevitably result in faster organizational advancement (Soha & Ester, 2016). Coaching is viewed as an effective skills development strategy that positively influences organizations (Schultz, 2022). This induced creativity results in improved organizational operations, which are essential to an organization's prosperity and success (Cho & Pucik, 2005). Consequently, this updated human resource practice is acknowledged as an effective means of increasing employee performance and fostering organizational change and expansion (Christina & Holger, 2021).

CONCLUSION

In summary, coaching provides employees and organizations with many advantages. It induces positive behavior by encouraging employees to become more engaged and assume increased responsibility and obligations. Coaching will ultimately raise employee motivation and inspire them to perform better at work. Coaching enhances an organization's competitive standing by boosting organizational performance and output. If the organization has competent employees, it can remain competitive in the current market. Coaching unlocks the employee's potential; hence, it is a crucial component and can be advantageous for an organization that is unsure of how to maximize its potential.

REFERENCES

- Allan, L. (2013). Choosing the right coach for your employees. *Training & Development*, 40(6), 6–7. <https://search.informit.org/doi/10.3316/informit.702987295644245>
- Baron, L., & Morin, L. (2009). The impact of executive coaching on self-efficacy related to management soft-skills. *Leadership & Organization Development Journal*, 13(1), 18–38. <http://dx.doi.org/10.1108/01437731011010362>
- Berg, M. E., & Karlsen, J. T. (2012). An evaluation of management training and coaching. *Journal of Workplace Learning*, 24(3), 177–199. <http://dx.doi.org/10.1108/13665621211209267>
- Cho, H., & Pucik, V. (2005). Relationship between innovativeness, quality growth, profitability, and market value. *Strategic Management Journal*, 26(6), 555–575. <https://doi.org/10.1002/smj.461>
- Christina, F. F., & Holger, R. (2021). “Tit for Tat” – The outcomes of coaching in service companies. *Coaching Theor. Prax*, 7, 13-24. <http://doi.org/10.1365/s40896-021-00050-8>
- Ellinger, A. D., Ellinger, A. E., & Keller, S. B. (2003). Supervisory coaching behavior, employee satisfaction, and warehouse employee performance: A dyadic perspective in the distribution industry. *Human Resource Development Quarterly*, 14(4), 435–458. <https://psycnet.apa.org/doi/10.1002/hrdq.1078>
- Grant, A. M. (2017). The third generation of workplace coaching: Creating a culture of quality conversations. *Coaching: An International Journal of Theory, Research and Practice*, 10(1), 37–53. <http://dx.doi.org/10.1080/17521882.2016.1266005>
- Kets de Vries, M. K., Guillén, L., Korotov, K., & Treacy, E. F. (2010). *The coaching kaleidoscope: Insights from inside*. Insead Business Press. https://traininglab.files.wordpress.com/2011/09/the_coaching_kaleidoscope__insights_fom_the_inside.pdf
- Passmore, J., & Lai, Y. (2019). Coaching psychology: Exploring definitions and research contribution to practice? *International Coaching Psychology Review*, 14(2), 69–83. <http://www.researchgate.net/publication/335224696>
- Schultz, J. (2022, November 18). What is coaching in the workplace and why is it important?. *PositivePsychology.com*. <https://positivepsychology.com/workplace-coaching/>
- Soha, E. A. & Esther, S. (2016). The effect of coaching on employee performance in the human resource management field: the case of the Lebanese banking sector. *International Journal of Trade and Global Markets*, 9(2), 137-168. <http://dx.doi.org/10.1504/IJTG.M.2016.076321>