

VOLUME 8

FACULTY OF BUSINESS AND MANAGEMENT

BULLETIN



FBM

Insights



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 : 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

ISLAMIC NANOCREDIT SCHEME: BREAKING FREE FROM DEBT TRAPS OF MONEYLENDER

Zuraidah Mohamed Isa
Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah
zuraidah588@uitm.edu.my

Dahlia Ibrahim
Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah
dahlia400@uitm.edu.my

Zaiful Affendi Ahmad Zabib
Sekolah Kebangsaan Kem Lapangan Terbang, Sungai Petani, Kedah
zabaz0676@gmail.com

Learning from issues in a few developing countries, such as how individuals, especially the poor, demand credit to meet their everyday needs, working capital for their small-scale enterprises, and loans from relatives and friends, it indirectly insists on the need for organised financial inclusion. Furthermore, the emergence of problems with moneylender issue is also another signal to introduce a reliable and organised structure of financial inclusion institution. In conjunction to the issue of moneylender, a few studies have shown that these poor prefer moneylenders due to limited access to microfinance programmes. According to Mallick (2012), borrowers of microfinance programmes resort to moneylenders for additional funds due to a lack of availability, Microfinance institutions' inability to provide seasonal working capital, and a tight repayment schedule, all of which push up demand for moneylender loans. Similarly, Siyongwana (2004) discovered that a lack of access to microfinance has contributed to individuals turning to moneylenders. Besides that, a study in India and Philippines reported that even small-scale entrepreneurs are relying on moneylenders (Karlán et al., 2019).

In essence, moneylender activity continues to thrive. Many countries, including Malaysia, Thailand, Indonesia, Bangladesh, and others, are experiencing an increase in the problem. Who is moneylender? What motivates people especially the poor to resort to moneylender? Why do the poor, in particular, continue to borrow from moneylenders despite having access to microcredit offered by banking and non-banking institutions? Why is it still relevant? These issues are critical to discuss.

A moneylender is an individual or groups of people who offers interest-bearing loans to people. Moneylenders operate without any advertising or publicity, relying solely on customer support, with no questions asked. The customer simply come quietly, take the money, and leave. Despite the fact that the interest charged is usurious, which is illegal, to them it's common and they satisfied. Is that it? Actually, some of the answers have already been addressed, for example Arnold and Booker (2013) reported in their study that the poor are satisfied with moneylenders' service because moneylenders can provide them with short-term loans that can be used to repay formal credits. Furthermore, there are also studies that revealed the poor may resort to moneylenders when they are in need of liquidity to repay their microcredit debt (Rahman, 1999; Woolcock, 1999; Guerin et al., 2013). Also, another reason why the poor turn to moneylenders is the moneylenders' ability to provide fast and discreet loan access. According to a study by Birthal et al., (2017), smallholder dairy farmers prefer informal moneylenders to formal lenders because the process is less time consuming and flexible.

The poor, in truth, are naïve borrowers. They invested in a project that would benefit from the loan after obtaining it. If the project fails, they will resort to moneylenders just to cover the debt. Therefore, there is a need to introduce a scheme that reliable financial inclusion to the poor. The new scheme should be able not only to meet their basic needs of life but may also bring a new concept that help underprivilege to access it easily to avoid them to return to moneylender. The new and yet innovation scheme must be developed to address and eradicate the poverty and helps the authority to restructure the society to fix the social and economic imbalances via Islamic approaches.

The Islamic philanthropic shall be introduced to meet the financial needs of these poor and struggling small business. Thus, an Islamic nanocredit is a best choice to be introduced to provide financial assistance to the under-privileged groups so that they can avoid loan shark, eradicate poverty, uphold self-reliance and uplift their living standard. In fact, Islamic Financial Institutions (IFIs) must foster social welfare in order to achieve Islamic economic objectives such as social justice, income and wealth distribution, and economic development. As a result, to combat Islamic poverty, a creative and yet reliable model similar to microfinance can be used.

REFERENCES

- Arnold, L. G., & Booker, B. (2013). Good intentions pave the way to... the local moneylender. *Economics Letters*, 118(3), 466-469.
- Birthal, P. S., Chand, R., Joshi, P. K., Saxena, R., Rajkhowa, P., Khan, M. T., ... & Chaudhary, K. R. (2017). Formal versus informal: Efficiency, inclusiveness and financing of dairy value chains in Indian Punjab. *Journal of Rural Studies*, 54, 288-303.
- Guérin, I., Morvant-Roux, S., & Villarreal, M. (Eds.). (2013). *Microfinance, debt and over-indebtedness: Juggling with money*. Routledge.
- Karlan, D., Mullainathan, S., & Roth, B. N. (2019). Debt traps? Market vendors and moneylender debt in India and the Philippines. *American Economic Review: Insights*, 1(1), 27-42.
- Mallick, D. (2012). Microfinance and moneylender interest rate: Evidence from Bangladesh. *World development*, 40(6), 1181-1189.
- Rahman, A. (1999). Micro-credit initiatives for equitable and sustainable development: Who pays?. *World Development*. 72,253–279.
- Siyongwana, P. Q. (2004). Informal moneylenders in the Limpopo, Gauteng and Eastern Cape provinces of South Africa. *Development Southern Africa*, 21(5), 851-866.
- Woolcock, M.J.V. (1999). Learning from failures in microfinance: What unsuccessful cases tell us about how group-based programs work. *American Journal of Economics and Sociology*, 58, 17–42.