

2024

FBM

Insights



eISSN 2716-599X



772716 599000
e-ISSN 2716-599X

VOLUME 9

FACULTY OF
BUSINESS AND
MANAGEMENT

UiTM *di hatiku*

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 : 30 April 2024

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

Managing Editor

Dr. Azyyati binti Anuar, Universiti Teknologi MARA Cawangan Kedah
Puan Nurfaznim binti Shuib, Universiti Teknologi MARA Cawangan Kedah
Puan Nurul Izzati binti Idrus, Universiti Teknologi MARA Cawangan Kedah

Editors

Dr. Dahlia binti Ibrahim, 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
Puan Fatihah Norazami binti Abdullah, Universiti Teknologi MARA Cawangan Kedah
Puan Jamilah binti Laidin, Universiti Teknologi MARA Cawangan Kedah

Manuscript Editor

Dr. Siti Norfazlina binti Yusof, Universiti Teknologi MARA Cawangan Kedah
Dr. Berlian Nur binti Morat, Universiti Teknologi MARA Cawangan Kedah
Puan Nor Asni Syahriza binti Abu Hassan, 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

Editorial Board.....	iii
1. RISK ATTITUDE AMONG ENTREPRENEURS VENTURING INTO FAMILY BUSINESSES OF SMALL AND MEDIUM ENTERPRISES (SME) <i>Siti Nurul Aini Binti Mohd Rodzi, Mursyida binti Mahshar & Siti Nazirah Omar</i>	1
2. THE IMPACT OF QR CODE IMPLEMENTATION ON THE LEVEL OF SATISFACTION AMONG RESTAURANT CUSTOMERS <i>Nurliyana Abas, Hanani Hussin & Law Kuan Kheng</i>	3
3. GREEN FINANCE: THE ROLE OF FINANCIAL INSTITUTIONS <i>Shahiszan Ismail, Nor Azira Ismail & Jamilah Laidin</i>	8
4. HELPING REFUGEES IN MALAYSIA: HOW ZAKAT IS MAKING A DIFFERENCE <i>Mohd Fazil Jamaludin, Mohd Shafiz Saharan & Khairul Azfar Adzahar</i>	11
5. BEYOND PROFIT: THE IMPACT OF ALTRUISM ON MARKETING <i>Norhidayah Ali, Azni Syafena Andin Salamat & Suhaida Abu Bakar</i>	14
6. COMMUNITY ENGAGEMENT (CE) AND MYRA STAR RATING (MSR): ITS APPLICATION AND SIGNIFICANCE <i>Norhafiza Hassim & Shamsinar Ibrahim</i>	17
7. NAVIGATING TOXIC WORK ENVIRONMENTS: UNDERSTANDING STRATEGIES FOR REMEDIATION <i>Shamsinar Ibrahim, Hasyimah Razali & Cesia Rizkika Parahiyanti</i>	19
8. WAQF LAND MANAGEMENT FOR PROPERTY DEVELOPMENT: A CATALYST FOR WELFARE AND BENEFITS TO THE POOR <i>Zuraidah Mohamed Isa, Dahlia Ibrahim & Zaiful Affendi Ahmad Zabib</i>	22
9. THE INFLUENCING FACTORS OF ONLINE REVIEWS ON PURCHASE DECISIONS <i>Fatihah Norazami Binti Abdullah, Noriza Binti Mohd Saad & Nor Edi Azhar Binti Mohamed</i>	24
10. APPLICATION OF TECHNOLOGY TO IMPROVE WAQF PERFORMANCE <i>Dahlia binti Ibrahim & Zuraidah Mohamed Isa</i>	28
11. ADVANCING QUALITY EDUCATION THROUGH ARTIFICIAL INTELLIGENCE <i>Hafizah Hammad Ahmad Khan, Noorlailahusna Mohd Yusof & Abdul Bari Khan</i>	30
12. JOURNEY THROUGH KEDAH: PERSONALIZED TRAVEL ITINERARY CRAFTED WITH CHATGPT <i>Nurul Hayani Abd Rahman, Rabitah Harun & Nani Ilyana Shafie</i>	32
13. TOURISM UNDER THE NATIONAL DEVELOPMENT PLAN IN MALAYSIA <i>Muhammad Hanif Othman & Zouhair Mohd Rosli</i>	36

COMMUNITY ENGAGEMENT (CE) AND MYRA STAR RATING (MSR): ITS APPLICATION AND SIGNIFICANCE

Norhafiza Hassim

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
norha275@uitm.edu.my

Shamsinar Ibrahim

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
shamsinar508@uitm.edu.my

ABSTRACT

Community Engagement (CE) and MyRA Star Rating (MSR) constitute integral elements within UiTM's performance indicators, offering guidance to academicians seeking involvement in community-related activities. This strategic initiative serves not only to bridge university intellectuals with communities but also to acknowledge and appreciate their impactful contributions. This article explores the application and significance of CE and MSR as crucial components in fostering meaningful engagement between academia and local communities.

Keywords: Community Engagement (CE); MyRA Star Rating (MSR); Performance Indicator; Community Social Responsibility (CSR)

INTRODUCTION

Community Engagement (CE) and MyRA Star Rating (MSR) administered through PRIME (Portal for Research and Innovation Management) (UiTM, 2023), are fundamental components embedded in UiTM's comprehensive performance indicators, providing valuable guidance for academicians eager to participate in community-related activities. This strategic initiative extends beyond a mere performance metric; it is a deliberate effort to establish a symbiotic relationship between university intellectuals and local communities. By doing so, it not only facilitates the integration of academia into the societal fabric but also recognizes and appreciates the profound impact of their contributions.

This article delves into the multifaceted significance of CE and MyRA Star Rating, examining their roles as crucial instruments in fostering robust engagement between academia and local communities within the academic context (Norhafiza Hashim, 2023; PRIME System, 2023). The exploration encompasses the strategic implications of these indicators, elucidating their potential to drive meaningful interactions, promote knowledge exchange, and contribute positively to both academic and community development. Through this investigation, the article aims to contribute valuable insights to the broader discourse on effective university-community engagement, elucidating its application and significance through an academic lens.

THE APPLICATION AND SIGNIFICANCE

Community Engagement (CE) serves as a guiding framework for academic professionals in aligning with performance indicators. Both CE and MSR function as essential benchmarks, providing systematic guidance for academicians actively engaging in community-related pursuits. The strategic utilization of PRIME platforms plays a pivotal role in optimizing the assessment and management of CE and MSR initiatives, ensuring a structured approach to tracking and comprehensive evaluation. Within the PRIME platform, all CE programs are meticulously recorded, intricately linked to Star Rating Applications that delineate MSR ratings ranging from 1 to 5 stars (PRIME System, 2024). This integrated

system further aligns star ratings with the My Academic Teaching Portfolio (MyATP), thereby serving as a robust reflection of an academician's dedicated performance in community service.

The academic significance of CE and MSR transcends traditional metrics, contributing profoundly to knowledge exchange and development. These frameworks actively cultivate a dynamic exchange of knowledge and resources between academia and communities, fostering reciprocal learning and mutual growth. This symbiotic interaction not only augments academic discourse but also imparts invaluable practical insights that significantly enhance academic research through the active engagement of scholars with local communities. The intrinsic value of these initiatives lies in their potential to fortify the academic foundation while concurrently enriching the broader societal landscape.

CONCLUSION

In conclusion, CE and MSR serve as integral benchmarks guiding academicians' involvement in community-related activities. The PRIME platform facilitates streamlined assessment and management, linking CE programs to MSR ratings and connecting them with MyATP for comprehensive performance evaluation. This structured system not only enhances academic performance in community service but also fosters reciprocal knowledge exchange between academia and communities, enriching academic research and contributing to mutual growth.

REFERENCES

- UiTM. (2023). *Portal for Research and Innovation Management (PRIME)*. <https://prime.uitm.edu.my/home>
- Portal for Research and Innovation Management (PRIME) System. (2023). *User Manual: Star Rating - New Star Rating Application (Version 1.1)*. <https://prime.uitm.edu.my/>
- Portal for Research and Innovation Management (PRIME) System. (2024). *User Manual: Star Rating - New Star Rating Application (Version 1.1)*. <https://prime.uitm.edu.my/>
- Hashim, N. (2023, November 11). *Interview: Community Engagement and MyRA Star Rating (MSR) Application for Academician in UiTM*. UiTM Kedah.