

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

WAQF LAND MANAGEMENT FOR PROPERTY DEVELOPMENT: A CATALYST FOR WELFARE AND BENEFITS TO THE POOR

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

INTRODUCTION

Waqf, also spelt as wakf or waqaf, is an Islamic law concept that involves the endowment or dedication of a specific asset or property, usually in the form of real estate, for religious, charitable, or philanthropic purposes. The person who creates a waqf is known as a "waqif" or "donor". The properties or assets dedicated to waqf become the waqf's corpus and any income generated from it is used to support the intended charitable or religious cause. As an Islamic philanthropic, waqf holds a unique position in the socio-economic fabric of Muslim societies. Traditionally, waqf has been associated with the dedication of assets, including land, for charitable and welfare purposes; however, the focus has recently shifted towards exploring the economic potential of waqf lands through property development with the aim of generating sustainable revenue streams for the benefit of the underprivileged.

WAQF: A CATALYST FOR WELFARE AND BENEFITS TO THE POOR

To understand the contemporary implications of waqf land management, it is imperative to dive into its historical foundations. Rooted in Islamic principles, waqf has historically been a mechanism for addressing societal needs (Shaikh et al., 2017). Lands endowed through waqf were traditionally utilised for the establishment of schools, hospitals, and other charitable institutions. The evolution of waqf over time has seen a shift in emphasis from mere sustenance to a more dynamic approach, encompassing economic development and self-sustainability. In the modern era, the management of waqf lands has encountered diverse challenges, ranging from legal intricacies to the need for adaptive governance structures. This is in line with a study by Hashim et al. (2013) that revealed the methods employed by Majlis Agama Pulau Pinang (MAINPP) and UDA Holding Bhd to commercially develop a waqf land in Seberang Jaya, Pulau Pinang. The utilisation of waqf lands for property development emerges as a viable solution to these challenges. By engaging in strategic real estate projects, waqf institutions can not only preserve the endowed capital but also enhance its value, subsequently creating a sustainable source of income for charitable activities.

The efficient management of waqf lands involves the development of sustainable economic activities. Property development on waqf lands can encompass residential, commercial, or industrial projects, thereby creating a diversified portfolio that generates revenue. The profits generated from these developments can then be channelled back into charitable initiatives, addressing societal needs and providing direct benefits to the poor. Furthermore, the development of properties on waqf lands may include affordable housing projects, hence addressing the acute shortage of housing for the economically disadvantaged. By constructing low-cost housing units, waqf properties can serve as a means to provide shelter to those who are marginalised and lack adequate housing.

The property development on waqf lands can also create job opportunities for the local population. This economic empowerment, coupled with skill development programs, can elevate communities out of poverty while fostering self-sufficiency and resilience. Waqf funds generated from property development can be utilised to establish or enhance educational institutions, such as schools, colleges, and vocational training centres. Such initiative will provide the underprivileged with access to quality education, thereby breaking the cycle of poverty through knowledge and skills development. Moreover, waqf land management can contribute to the establishment and maintenance of healthcare facilities. Hospitals, clinics, and medical centres can be constructed to provide affordable and accessible healthcare services to the poor, ultimately improving their overall well-being.

While the potential benefits of waqf land management for property development are substantial, challenges such as legal complexities, insufficient governance, and resistance to change may impede progress (Mohamad, 2022). Addressing these challenges requires a collaborative effort from religious leaders, legal authorities, and community stakeholders to establish transparent governance structures, streamline legal processes, and promote awareness about the positive impact of waqf land utilisation.

CONCLUSION

In conclusion, the strategic management and development of waqf lands for property development represent a potent tool for promoting welfare and benefiting the poor. By embracing this approach, societies can unlock the economic potential of waqf properties and channel resources into initiatives that will uplift the underprivileged. With thoughtful planning, transparent governance, and community involvement, waqf land management can serve as a catalyst for sustainable development, creating a positive impact on the lives of those in need.

REFERENCES

- Shaikh, S. A., Ismail, A. G., & Mohd Shafiai, M. H. (2017). Application of waqf for social and development finance. *ISRA International Journal of Islamic Finance*, 9(1), 5-14.
- Hashim, H., Ab Rahman, A., Mazlan, A. R., & Abu Bakar, A. (2013). The structuring for development and management Waqf properties in Malaysia. *Journal of Human Development and Communication (JohDEC)*, 2, 45-59.
- Mohamad, N. A. (2022). Risk management in Waqf administration in Malaysia. *Journal of Financial Technologies (Fintech), Inclusion and Sustainability*, 1(1), 1-8.