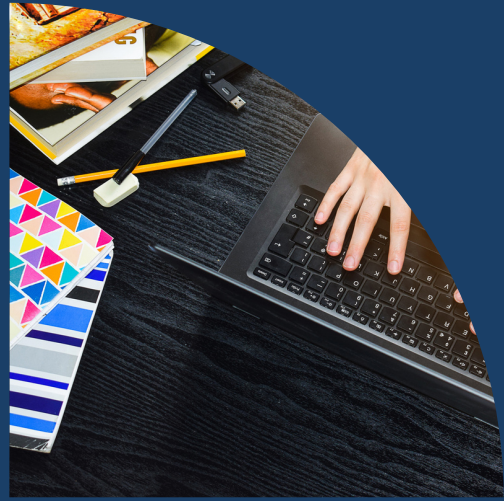


2024

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

## ADVANCING QUALITY EDUCATION THROUGH ARTIFICIAL INTELLIGENCE

Hafizah Hammad Ahmad Khan  
Faculty Business and Management, Universiti Teknologi MARA Cawangan Kedah  
[hafizahhammad@uitm.edu.my](mailto:hafizahhammad@uitm.edu.my)

Noorlailahusna Mohd Yusof  
Faculty of Administrative Science and Policy Studies, Universiti Teknologi MARA Cawangan  
Kedah  
[lailahusna@uitm.edu.my](mailto:lailahusna@uitm.edu.my)

Abdul Bari Khan  
Department of English, Institute of Southern Punjab Multan, Punjab, Pakistan,  
[abdulbarikhan416@gmail.com](mailto:abdulbarikhan416@gmail.com)

### INTRODUCTION

Sustainable Development Goal 4 (SDG 4) is a global initiative launched by the United Nations to achieve equitable and inclusive quality education for all by 2030. Conventional educational practices have typically followed a uniform curriculum and progress pace for all students. However, recent years have witnessed the emergence of artificial intelligence (AI) as a transformative force with the potential to improve education quality significantly. In particular, the pandemic caused by COVID-19 has further accelerated the growth of AI in education, as the closure of learning institutions necessitated alternative modes of learning (Rangel-Pérez et al., 2021).

The impact of artificial intelligence (AI) on education has been a subject of interest in recent research. Several studies have highlighted the potential benefits of AI in enhancing education outcomes, including improving teacher effectiveness, fostering student engagement, and facilitating personalized learning (Dwivedi et al., 2021; Harry, 2023). According to Chen et al., (2020), AI has made administrative tasks such as grading assignments easier and improved teaching quality. Furthermore, it can personalize learning materials, enhancing students' learning experience. Similarly, Zheng et al. (2021) also found that AI has substantially and positively influenced students' learning achievements.

AI has the potential to significantly enhance educational standards across multiple fields. Research has demonstrated that AI can enhance the learning environment and foster student motivation, creativity, and initiative (Huang et al., 2021). Moreover, AI technologies have been identified as promising tools for enhancing STEM education with the potential to boost teaching effectiveness and improve learning outcomes (Xu & Ouyang, 2022). Additionally, the integration of AI in education has the potential to advance the digitalization of education and present new opportunities for optimizing the education management process (Lin, 2022; Park & Kwon, 2023).

Despite the potential advantages, there are challenges associated with integrating AI into education. According to Akgün and Greenhow (2021), some of the key challenges include privacy concerns, ethical implications, and the need for strategies to manage the impact of AI on educational settings. A recent study conducted by Flores-Vivar and García-Peñalvo (2023) argued that while AI offers excellent opportunities for teachers and students, it also has the potential to cause ethical issues and replace human teachers in the future. Therefore, adopting a balanced approach that leverages the benefits of AI while mitigating these concerns is crucial. The ultimate goal should be to use AI to enhance the educational experience rather than diminishing the vital role of human teachers.

## CONCLUSION

In conclusion, integrating AI into education represents a transformative trend with significant potential for improving the quality of learning experiences. To optimize the potential of AI in advancing educational standards, countries worldwide must play a vital role in leveraging the advantages of AI in education by investing in research and development, establishing clear policies for AI integration in learning institutions, and ensuring equitable access to these technologies.

## REFERENCES

- Akgün, S. & Greenhow, C. (2021). Artificial intelligence in education: addressing ethical challenges in k-12 settings. *AI and Ethics*, 2(3), 431-440. <https://doi.org/10.1007/s43681-021-00096-7>
- Chen, L., Chen, P., & Lin, Z. (2020). Artificial intelligence in education: A review. *IEEE Access*, 8, 75264-75278.
- Dwivedi, Y. K., Hughes, L., Ismagilova, E., Aarts, G., Coombs, C., Crick, T., & Williams, M. D. (2021). Artificial intelligence (AI): multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice, and policy. *International Journal of Information Management*, 57, 101994. <https://doi.org/10.1016/j.ijinfomgt.2019.08.002>
- Flores-Vivar, J. M., & García-Peñalvo, F. J. (2023). Reflections on the ethics, potential, and challenges of artificial intelligence in the framework of quality education (SDG4). *Comunicar*, 31(74), 37-47.
- Harry, A. (2023). Role of AI in education. *Interdisciplinary Journal and Humanity (INJURITY)*, 2(3), 260–268. <https://doi.org/10.58631/injury.v2i3.52>
- Huang, J., Saleh, S., & Liu, Y. (2021). A review on artificial intelligence in education. *Academic Journal of Interdisciplinary Studies*, 10(3), 206. <https://doi.org/10.36941/ajis-2021-0077>
- Lin, H. (2022). Influences of artificial intelligence in education on teaching effectiveness. *International Journal of Emerging Technologies in Learning (IJET)*, 17(24), 144-156. <https://doi.org/10.3991/ijet.v17i24.36037>
- Park, W., & Kwon, H. (2023). Implementing artificial intelligence education for middle school technology education in republic of Korea. *International Journal of Technology and Design Education*. <https://doi.org/10.1007/s10798-023-09812-2>
- Rangel-Pérez, C., Gato-Bermúdez, M. J., Musicco-Nombela, D., & Ruiz-Alberdi, C. (2021). The massive implementation of ICT in universities and its implications for ensuring SDG 4: Challenges and difficulties for professors. *Sustainability*, 13(22), 12871.
- Xu, W., & Ouyang, F. (2022). The application of ai technologies in stem education: a systematic review from 2011 to 2021. *International Journal of STEM Education*, 9(1). <https://doi.org/10.1186/s40594-022-00377-5>
- Zheng, L., Niu, J., Zhong, L., & Gyasi, J. F. (2021). The effectiveness of artificial intelligence on learning achievement and learning perception: A meta-analysis. *Interactive Learning Environments*, 1-15.