

Examining the Fraud Awareness from the University's Academic Staffs Perspectives

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Abstract This study investigates the level of knowledge, awareness and understanding of fraud activities. It also identifies elements of fraud triangle theory which has the most influence on fraud activities and examines the fraudsters profile from academic staff perspectives. Findings from this study show that most of the academic staffs have a moderate knowledge and awareness of fraud and generally the information was obtained from the Internet. Most of them choose opportunity as the motivational factor for someone to perpetrate fraud and it will cause a serious problem to the society.

Keywords Fraudulent activities; fraud awareness; fraud triangle theory.

1 Introduction

Fraud is everywhere and its impact is able to damage the objectives and the targets of the individual, government, nation and the country as well. The overwhelming fraud cases occurred recently has resulted in some fear among the individuals or corporate organization in local or global perspectives. Fraud activities involve the approach of deceiving others and misuse of other's assets or organizational properties for personal gains. The devastating impacts caused by fraud activities do not just involve financial losses, but also losses of reputation and trust of others. Frauds are perpetrated either by internal or external parties in the organization regardless of private or

public sector. The difference between fraud and errors is its intention where the nature of fraud involved the act of individuals to make a false statement, hide the truth, create fictitious facts, and mislead others. Meanwhile errors are an accidental acts carried out by an individual while performing their duty or responsibility. This is supported by Ozkul and Pamukcu (2012) who claim that the important element of fraud is the intention which differs from errors.

The phenomenon of frauds often attracts various studies around the world to search for more understanding and to find solutions on how to reduce the fraud activities as much as possible. Various studies also reveal the losses suffered by the organizations who become the victims of fraud. For instance, the Report to the Nation by the Association of Certified Fraud Examiner (ACFE) in 2006 estimated that 5% of annual revenues involving the amount of 652 billion dollars were lost in 2002 due to the fraud activities. This loss has not just affected the organization, but also the society and the nation at large. According to the report by New South Wales-Auditor General in, fraud and corruption can (1) undermine the viability of non-government organizations, (2) compromise the delivery of essential services for some of society's most marginalized and vulnerable citizens and (3) breach the trust of stakeholders.

Due to its ability of bringing the negative impacts, it is important for everyone to realize the fraud consequences and take the appropriate action and effort to combat the fraudulent activities. The report of a global fraud survey conducted by Ernst and Young (2012) has found out that, the risk of fraud is rising while the standard to fight it remains at its old notch. It is important to note that, the fraud activities always evolve from time to time and it is becoming difficult to be detected especially when a variety of sophisticated techniques and methods are used by the fraudsters. The advancement of technology has increased the capability of the fraudsters to conduct their immoral activities. Fraud perpetrators can use a variety of devices and technologies existed nowadays, including launching a sophisticated attack on the private networks of well-known entities, such as major data processors and hacking into the private and confidential information.

By possessing an understanding of the characteristic and the behaviour of fraud activities, the organization may be able to provide solutions and preventive actions as the efforts to fight against these activities. All the organizations and the community at large should

also correspond to the fraud activities and must be aware of the fraud activities and their consequences. According to Vasiu, Warren and Mckay (2003), it is vital for an organization to develop their policies in defining fraud, as part of change management, in such a way to facilitate operational risk management. Consequently, this research was conducted mainly to seek views of university's academic staffs about their perceptions and awareness of fraud activities. In addition, the researchers are interested to identify the degree of knowledge, the referred sources of information on fraud and the potential victims resulted from this activity from the perspectives of academicians. This research also integrates the concept of fraud triangle theory to seek the academicians' opinion on which elements of this theory have significant influence to motivate an individual to commit fraud.

2 Literature Review

According to Albrecht, Albrecht, Albrecht and Zimbelman (2009, p.7), fraud is defined as "deception that includes a representation about a material point which false and intentionally or recklessly so, which is believed and acted upon by the victim to the victim's damage". According to Bales and Fox (n.d., p.2), the fraud is also defined in the Statement on Auditing Standards (SAS) 99 as "an intentional act by one or more individuals among management, those charged with governance, employees or third parties, involving the use of deception to obtain an unjust or illegal advantage". Fraud is not merely a national problem, but it is widespread and able to penetrate other nations in cross border. With the movement involving international transactions, it makes it more difficult to detect the fraudulent activities and to catch the perpetrators. Despite the numerous programs and actions developed to fight the fraud activities, however, this immoral conduct still continually exists and becomes the major problem to the business entity with no abatement regardless of the organization's country of operation, industry sector, or size (PricewaterhouseCoopers, 2007).

The most well-known theories that explain the factor causing someone to commit fraud is the triangle theory developed by Donald R. Cressey around 1950's. This theory explains Cressey's hypotheses that fraud will occur when three elements are present: pressure, opportunity and rationalization. In this theory, the pressure will motivate someone to commit fraud, for example, the financial pressure such as greed, living beyond one's means, high debt, poor

credit, excessive expenses and so forth. However, Cressey emphasizes only on the non-shareable pressure which motivates the fraudster to commit frauds. The non-shareable pressures often involve financial pressures which are unable to be solved through legitimate means and might involve embarrassment, shame or disgrace that might threaten the perpetrator's interest (Wells, 2011). The perpetrator also needs opportunity to commit fraud that comes from weak internal control system, advancement of technology, and lack of ethical culture and others (Kranacher, Riley & Wells, 2011). Meanwhile, the element of rationalization states that individuals rationalize their crimes as noncriminal, justified, or as part of an environment over which the offender had no control. Fraudulent activities are perpetrated with various techniques and methods used. Hence there are numerous types of fraud being reported. Kranacher et al. (2011) state that there are three major categories of fraud which are asset misappropriation, corruption and financial statement fraud, and other fraudulent statements. It also can be perpetrated by anyone in the organization either senior management or lower rank staff as long as there is a presence of the elements in triangle theory as mentioned earlier.

The incidents of fraud can provoke a devastating impact where it can inflict massive financial losses, thus affecting the society and the country and potentially diminishing the economic resilience. According to the Fraud Advisory Panel (2006), individuals and businesses can become repeat or serial victims of fraud if they are not learning from the previous fraud cases or from the preceding experience of becoming victims. The Fraud Advisory Panel (2006) also reported that fraud can victimize the individual and affected their physical, psychological, financial and social health. Meanwhile the Chartered Management Institute (2008) reported that fraud also can impact the organization and businesses not only in terms of financial, but also the reputation and the employees' morale. Therefore, it is integral to have a prevention and avoidance approach to mitigate and reduce the fraud cases as at a minimum level as possible. According to The Sponsoring Organizations (n.d.), fraud prevention can be regarded as the first line defence against the fraud risk, whereas the key for the prevention is through fraud awareness. In fact, the stakeholders such as managers, employees, shareholders, the community and others should have raised their awareness and the expectation of corporate behaviour and the corporate governance practices as one of the methods to curb fraud activities (The Sponsoring Organizations, n.d.).

The effective fraud awareness requires understanding of the risks and its warning sign that involves all levels of individuals to cooperate together to prevent, detect and mitigate the impact of fraud (Ratley, 2012). Having views of this notion, fraud awareness can be seen as a critical factor to combat fraud. This is also supported by Krummeck (n.d.) opined that, it is essential to have sustainable proactive fraud prevention and awareness interventions are in place and practiced in the organization. Hence, individuals, business organizations and all level societies should be exposed with the knowledge and awareness about fraud activities. According to the report by Provost (2012), all individuals either work in the public or private sector should share the knowledge of fraud risks because it is the responsibility of the organizations' governing body and its management.

Certainly the fraud activities are major problems that must be encountered and reduced to minimize their occurrence. The fraud prevention is seemed to be more a convenient option than to cure the impact of fraud activities once it is conducted. Therefore, the organization should also set up their objectives in providing the formal policies regarding to the fraud as a means to establish the understanding and awareness about the impact and consequences of fraud activities (Ayebofo, 2012). The importance of delivering information about fraud is also stressed by Vasiu et al. (2003) who argue that without clearly defining fraud, organizations will not be able to share information that has the same meaning to everyone, identify the problem and understand the degree of the problem in order to decide appropriate action and resources needed to solve those problems. Therefore, it is rational that by fostering the knowledge and awareness among all the organizational members, it will be able to create the environment where people will be more alert and sensitive towards what happens in their surroundings.

3 Research Methodology

This study was designed to measure the knowledge of fraud among the academic staffs perspective. A set of questionnaire was constructed and divided into four sections. Section A was designed to record the personal information of the respondents whereas Section B was designed to measure the fraud knowledge and exposure. Then, Section C was designed to evaluate the knowledge of fraud according

to the fraud triangle theory application while Section D is for the fraud profile. Some of the questionnaires are designed as open ended and some of them are close ended questionnaires with multiple option questions. Several close ended questionnaires provide freedom for the respondents to choose the answer more than one while some other questions require them to choose only one answer. The instrument used for this study was adopted from various articles and literature with some modifications is done in order to suit the sample. The respondents were taken from one of the universities in the east coast region of Peninsular Malaysia.

A total of 250 questionnaires were randomly distributed according to the percentage of 30 percent from the overall 520 population of lecturers from all faculties. However, only 138 questionnaires managed to be returned completely by respondents. Nevertheless, Bartlett, Kortlik and Higgins (2001) have created a calculation method to estimate a sample size which estimated that for a population of 1,679, the required sample size is 118. Therefore this sample size is regarded as sufficient and reliable to proceed with the study. The distribution of 250 questionnaires that exceeded the required sample size also account for the lost or uncooperative respondents. The respondents are the lecturers of the Faculty of Accountancy, Faculty of Applied Science, Faculty of Business Management, Faculty of Civil Engineering, Faculty of Computer & Mathematical Sciences, Faculty of Plantation & Agrotechnology, Faculty of Sport Science & Recreation, Academy of Language Studies, and Centre of Islamic Thought & Understanding (CITU). The respondents were drawn out based from 30 percent population of the total number of lecturers.

A pilot study was conducted by distributing the questionnaires to 20 respondents and the amendment to the questionnaires were made subsequently. The data were processed using the Statistical Package for Social Sciences (SPSS) Version 21. The overall analyses were mainly conducted using the descriptive statistics that emphasized on the frequencies and percentage of the results. Since some of the questionnaires allow respondents to provide more than one answers, hence multiple responses or multiple dichotomies were used for the selected questions in the data analysis.

4 Findings and Analysis

This section contains findings and analysis of the study comprises of five parts which is the demographic analysis of the respondents, fraud knowledge and exposure, fraud triangle theory and application, fraud profiles, and the perceived seriousness of fraud. The tables and charts are used to aid the presentation of results from the study. The findings and analysis are presented accordingly as below.

4.1 Demographic analysis of respondents

The age of 26 to 30 years become the majority to participate in answering the questionnaires with the frequency of 59 (42.6%) and the respondents of 31 to 45 years with the frequency of 58 (42.0%). Whereas, the least frequency of respondents is 4 (2.9%) hold by the age of 46 to 50 years. There are 8 (5.8%) respondents for the age of 19 to 25 years and 9 (6.5%) for the age of 50 and above. Majority of respondents are female which is 101 respondents' (73.2%), while the rest is male that is 37 (26.8%) respondents. There are three levels of education possessed by the respondents which are the PhD, Master degree and Bachelor degree with the frequency and percentage of 4 (2.9%), 113 (81.9%) and 21 (15.2%) respectively. It can be observed that more than half of the respondents which are 73 (52.9%) have less than five years working experience. The respondent used for this study comprises of academicians from various departments or faculties. The highest number of respondents come from the Faculty of Business Management with the frequency of 36 or 27.1%, followed by Faculty of Accountancy with 28 respondents or 21.1%, Faculty of Computer & Mathematical Sciences with 21 (15.8%), Faculty of Applied Science with 20 (15.0%), Academy of Language Studies with 14 (10.5%). On the other hand, there are 7 (5.3%) respondents from Faculty of Civil Engineering, 4 (3.0%) respondents from CITU, 2 (1.5%) from Faculty of Plantation & Agrotechnology whereas only 1 (0.8%) respondent comes from the Faculty of Sports Science & Recreation.

4.2 Fraud knowledge and exposure

Figure 1 shows the level of fraud knowledge and exposure of the respondents. It can be seen that, more than half of the respondents have moderate knowledge about fraud represented by 76 respondents with the percentage of 56.7%. About 31 or 23.1% of the respondents have less knowledge while 24 or 17.9% of the respondents have a

reasonably high knowledge of fraud. The survey finds out that only two respondents representing 1.5% showing that they are knowledgeable about fraud and they know what fraud is rigorously. Meanwhile, there is only one respondent or 0.7% who has no knowledge about the concept of fraud.

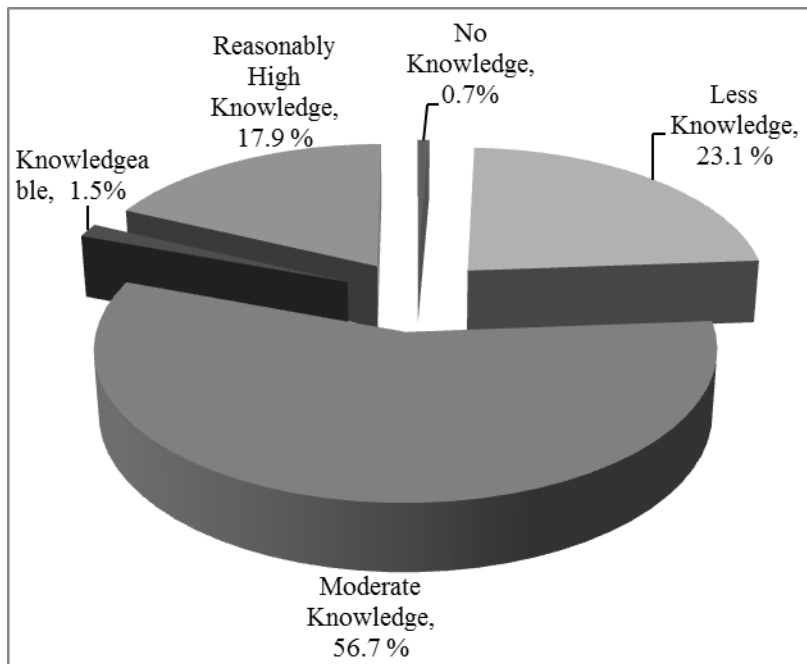


Figure 1: Respondent’s Level of Knowledge about Fraud

In order to assess the knowledge level of respondents concerning fraud, the researchers construct a question to determine the sources of information obtained by the respondents about fraud. The findings shown in Table 1 illustrate the Internet as the major sources of information for the respondents represented by 119 responses or 26.3% followed by the publication media with 107 responses (23.7%) and the electronic media with 96 responses (21.2%). There are 67 responses or 14.8% denote friends as their sources of information to understand about fraud. Other than that, for the item family or relative, it received 52 responses with the percentage of 11.5%. However, there are 11 responses (2.4%) for other sources and the respondents provide numerous sources of information related to fraud such as from the company regulations,

previous working experience, lecture and information from Non-Government Organization (NGO).

Table 1: Sources of Information Obtained By the Respondents on Fraud

Items	Responses	Percent (%)
Internet	119	26.3
Publication Media	107	23.7
Electronic Media	96	21.2
Friends	67	14.8
Family or Relatives	52	11.5
Others	11	2.4

This study also aims to identify the types of fraud acknowledged by the respondents and the findings are concluded in Figure 2. The researchers have classified 20 types of fraud commonly happened in the organization in order to identify the respondent's understanding on fraud activities. According to the report by PricewaterhouseCoopers (2012), asset misappropriation, accounting fraud and bribery and corruption are among the common fraud types happen in the organization. On the other hand, Gloeck and De Jager (2005) found that, bribery, cheque fraud, fraud claim, inventory theft or asset theft are among the types of fraud often committed by the employees and management in the organization. However, in this study, it shows that the Internet or online fraud obtain the highest responses represented by 118 (8.6%). As for cheating, there are 100 responses represented by 7.3%. Since the Internet provides plentiful of various information, it is possible that the information on fraud would also be widespread to the Internet users. The Internet is also an appealing medium for committing crime because it allows anonymous contact with a large pool of victims without incurring significant costs (National White Collar Crime Center, 2013). The corruption takes 111 responses or 8.1% out of the overall responses. In descending order, the check fraud represents 97 responses (7.1%), misappropriation of asset shows 94 responses or 6.9%, falsifying documents with 88 responses (6.4%) computer fraud with 83 responses (6.1%), and conflict of interest with 80 responses or 5.9%. Other than that, the banking fraud received responses of 79 (5.8%), money laundering (71 responses: 5.2%), tax fraud (60 responses: 4.4%), identity fraud (60 responses: 4.4%), fictitious vendor or supplier (59 responses: 4.3%), understating liabilities expenses (37 responses: 2.7%), fictitious customer (37 responses: 2.7%), payroll

fraud (36 responses: 2.6%), embezzlement (36 responses: 2.6%), and skimming revenue (30 responses: 2.2%). Meanwhile, there are 4 responses towards others contribute to 0.3%. This result contributed by some respondents who provide answers such as intellectual property fraud, insurance fraud, investment scheme fraud and bid rigging.

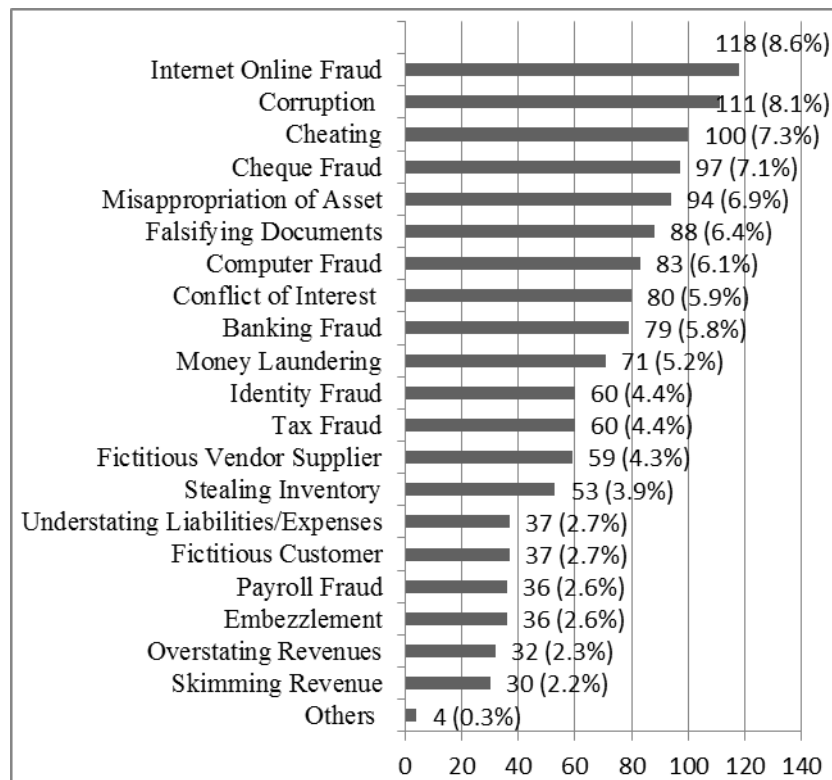


Figure 2: Common Types of Fraud Known by Respondents

Some people do not realize on the existence of fraud activities and its negative impact. Therefore this study also intends to assess the respondent's opinion on the reason why people are unnoticed about fraud. Hence, the findings obtained are presented in Table 2 below. Majority respondents stated that there is a lack of information about fraud available for the public which represents 95 responses or 36.7%. The respondents also asserted that there is no program or related activities about fraud awareness being provided which constitute to 81 responses or 31.3%. The findings also show

that there are 44 responses or 17.0% stated there is a lack of fraud issues or cases arise which become the reason why people are unaware about fraud. 30 responses or 11.6% represents the statement that they have heard about fraud before, but they do not want to know more. 5 responses or 1.9% indicates the answer of respondents who attempt to choose others, rather than the provided statement in the questions. This is resulted from respondent's answer who stated individual culture, lack of awareness campaign, lack of mass media exposure, lack of public talks, discussion or fraud prevention initiative. Therefore, it is important for the organizations or related authorities to take proactive action in nurturing fraud awareness to the society. As according to the survey by Ernst and Young (2012), training and awareness among staffs is a key to shape human behaviour towards positive attitude. In addition, a clear communicate code of conduct also helps the staffs to understand better about a clear standard of accepted behaviour as well as the information and awareness about fraud. The study conducted by Environics Research Groups in 2007 revealed that, among the major reasons frauds were not reported and noticeable are because it is perceived as not important, people feel not worth it to report the fraud and people are not sure if the fraud is illegal.

Table 2: Reasons that can Affect Someone Unnoticed about Fraud

Factors for Someone Unnoticed about fraud	Responses	Percent (%)
I have heard about fraud but I don't want to know more.	30	11.6%
There is a lack of information provided for the public about fraud.	95	36.7%
There is lack of fraud issues or cases arise.	44	17.0%
I thought that fraud is not a big issue.	4	1.5%
There are no programs or related activities about fraud awareness provided.	81	31.3%
Others	5	1.9%

This study also assesses the respondent's opinion on sources of information that they can refer to obtain more information on fraud. There are three sources of information indicating the highest score of responses as chosen by the respondents which are through the Internet, reading and the publication media. As can be seen in Figure 3, the highest response goes to internet with 116 responses or

18.5%. The respondents also choose reading as one of the ways to gain more information on fraud activities which contribute to the 106 responses or 16.9%. The publication media receives 102 responses or 16.3%. For the electronic media and the seminar, each of them receive the responses of 91 (14.5%) and 73 (11.6%) respectively. Some respondents choose training courses which are represented by 57 (9.1%), friends (48: 7.7%), family or relatives (29: 4.6%). 5 responses or 0.8% shows the answer of the respondents who choose others. These respondents assert that, some information on fraud can be gathered from real life experience, public dialogue, discussion or debate and the involvement from Non-Government Organizations (NGOs).

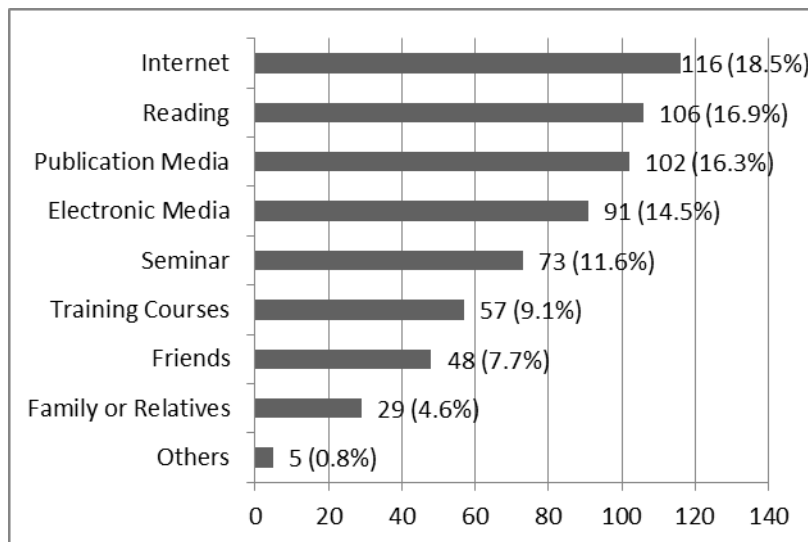


Figure 3: Sources to Get More Information about Fraud

The respondents were also required to give their opinion on which party will receive the high impact if frauds are perpetrated. For this purpose, the researchers are interested to measure the respondent's opinion towards four parties such as individual, government, societies, and the organization. The findings as can be seen in the Table 3 below show most respondents choose societies as the party who will receive the high impact resulted from fraud activities with the frequency of 63 or 47.0%. Next is the individual, with the frequency of 35 (26.1 %) followed by the government with the frequency of 20 or 14.9%. Meanwhile the organization receives the lowest scores of 16 or 11.9%.

Table 3: Related Parties Potentially Affected by Fraud Activities

Most Affected and Vulnerable Parties	Frequency	Percent (%)
Individual	35	26.1
Government	20	14.9
Societies	63	47.0
Organization	16	11.9

4.3 Fraud triangle theory elements

One of the major purposes to conduct this study is to analyse the academic staff perspectives towards the application of fraud triangle theory. Therefore, Table 4 illustrates the results from the analysis which show that most respondents choose opportunity depicted by frequency 74 or 53.6% as the element that generally can motivate an individual to commit fraud. According to Dellaportas (2013), “the opportunities to engage in white-collar crime arise out of occupational positions which create the capacity to commit fraud”, (p. 37). Conversely, the study of PricewaterhouseCoopers (2010) shows that, the incentive or pressure is the most common element which motivates someone to commit fraud. In this study, the elements of pressure recorded frequency and percentage of 52 (37.7%) while 12 (8.7%) respondents choose rationalization.

Table 4: Respondents Response Based on Fraud Triangle Theory Elements

Fraud triangle theory elements	Frequency	Percent (%)
Pressure	52	37.7
Opportunity	74	53.6
Rationalization	12	8.7

4.4 Fraudsters profile

The study goes further to know the extent of fraudsters’ profile based on the respondents’ perspective. The question was designed to allow respondents to evaluate the background of the individual who potentially can commit fraud. The results presented in Table 5 show that majority respondents agree that male individual tends to commit fraud more than female. This results indicated by the 126 respondents

or 96.2% choose male while the rest which are 5 respondents (3.8%) choose female. This result resembles the report by KPMG (2011) which find out that male is more likely to become a fraud perpetrator compared to female. This might be because of less involvement of women in senior management positions and, as a consequence, fewer opportunities to commit fraud (KPMG, 2011). Meanwhile, the age of a fraudster as determined by the respondents ranging from 28 to 47 years as depicted from the high rate of frequency and percentage. This is also similar to the study by Association of Certified Fraud Examiners (2012) specifically conducted to identify the profile of a fraudster where their most studies revealed that fraud activities often committed by individuals between the age of 31 and 45. Whereas 4 (3.0%) respondents choose others and they describe that fraudsters do not necessarily come from any specific age. Only 1 (0.8%) respondent reports that fraud is committed by individuals below 18, whereas 4 (3.0%) respondents choose 18 to 22 years and 5 (3.8%) choose 48 years and above.

Most respondents agree that individual's position in senior management and middle level management is most likely to cause the individual to commit fraud. The result in Table 5 shows the highest frequency is senior management that is 51 or 37.8% followed by middle level management by 48 (35.6%). Similarly, KPMG (2011) also reported that, senior management staff is the most likely reported fraudsters in the organization. On the other hand the low level management report the frequency of 18 or 13.3% whereas regular employees or staffs recorded by 9 (6.7%), external parties recorded by 3 (2.2%). The results show that 6 (4.4%) respondents choose other, where they stated that any level of position can commit fraud but it might occur in different ways. Some respondents also stated that it is not the working position that matters, but it is the long working experiences. As for the working experience, majority respondents (51:38.3%) stated that an individual with 6 to 10 years of experience have the potential to commit fraud. There are similar frequency and percentage recorded between the range of 11 years to 15 years and for the 15 years and above with 29 (21.8%). There are 18 respondents (13.5%) stated the working experience of less than 5 years meanwhile 6 (4.5%) chose others and stated that fraud does not depend on the working experience but more towards on moral awareness. However, some other respondents choose to tick others but stated as 'no comment' as their answer. Referring the KPMG report (2011), their survey in 2007 revealed that most fraudsters commit the fraud within 3 to 5 years working experiences, while

recent survey in 2011 showed that an individual with more than 10 years working experience is the most likely person to commit fraud. As for the education level, the question was analysed using multiple dichotomy analysis since it allows respondents to choose more than one answers. The result shows that an individual with professional level and degree education has the highest frequency chosen by the respondents as represented by 84 responses (22.0%) and 82 responses (21.5%) respectively. The least responses are others, as represented by 15 responses (3.9%) stated that there is no specific education level that motivate someone to commit fraud, but it occurs as long as there is opportunity. Other than that, some respondents stated that fraud can be committed regardless of any education level.

Table 5: Fraudsters Profile according To the Respondent's Perception

Fraudster's demographic profiles	Items	Frequency	Percent (%)
Gender	Male	126	96.2
	Female	5	3.8
Age	Below 18 years	1	0.8
	18 years – 22 years	4	3.0
	23 years – 27years	18	13.5
	28 years – 32 years	32	24.0
	33 years – 37 years	28	21.1
	38 years – 42 years	19	14.3
	43 years – 47 years	22	16.5
	48 years and above	5	3.8
Position	Others	4	3.0
	Senior management	51	37.8
	Middle level management	48	35.6
	Low level management	18	13.3
	Regular employees/Staffs	9	6.7
	External parties	3	2.2
	Others	6	4.4

Table 5 (continued): Fraudsters Profile according To the Respondent's Perception

Fraudster's demographic profiles	Items	Frequency	Percent (%)
Working experience	Less than 5 years	18	13.5
	6 years – 10 years	51	38.3
	11 years – 15 years	29	21.8
	15 years and above	29	21.8
	Others	6	4.5
Education level	Primary school	31	8.1
	Secondary school	43	11.3
	Diploma	56	14.7
	Degree	82	21.5
	Professional	84	22.0
	Master degree	40	10.5
	PHD	30	7.9
	Others	15	3.9

4.5 Perceived seriousness of fraud

The respondents were also asked about the seriousness of fraud activity and the result is presented in Table 6. Almost all respondents agree that fraud is a serious problem as depicted by the frequency of 134 that constitute to 99.3%. Only 1 respondent (0.7%) said that, fraud is not a serious problem to the nation. This reflects a worrying situation because as discussed in the literatures, many fraud cases bring numerous negative impacts to the societies, economic and the country as a whole thus should be seen as a serious problem. Although only one respondent stating fraud as not a serious problem, this also can indicate the magnitude for fraud awareness is still not at an optimum level.

Table 6: Seriousness of Fraud Activity

Statement	Respondent's answer	Frequency	Percent (%)
Fraud is a serious problem	Yes	134	99.3
	No	1	0.7

5 Conclusion

The awareness on fraud and its detrimental effects must be addressed efficiently in order to educate the society and have them to get a clear view of this issue. The findings from this study indicate that majority respondents have moderate knowledge about fraud, but there are also respondents who stated that they have less knowledge and one respondent has no knowledge on fraud. This happens because there is a lack of information on fraud provided in public. Findings from this study suggest that it is important to disseminate the information about fraud to the society as it can help to reduce the number of victims or fraud cases if all level of society is aware and concerned about its severe impact. Although the respondent who has no knowledge about fraud in this study is very insignificant, notes that it is from the academic staff's perspectives. It becomes the limitation of this research because it is believed that we need to assess the fraud knowledge and awareness from diverse perspectives of people to have a significant overview as a whole. The result might be different if the respondents are from various levels of societies, for example the less educated people, rural area residents, and so forth. Given that, the level of fraud awareness and exposure could also be different according to the profession or the education level of individual. This study is believed to be able to create the awareness and alertness on fraud to all people in the organization by identifying its types and educating them to prevent it. Perhaps, future research will expand towards various levels and population of respondents to gain additional insight about the fraud knowledge and awareness of the society as a whole.

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