



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

FBM INSIGHTS

UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH

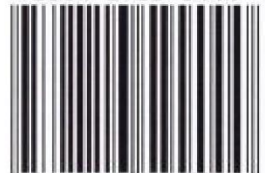
Volume 3

2021

e-ISSN 2716-599X

UiTM *di hatiku*

eISSN 2716-599X



9 772716 599000

TABLE OF CONTENTS

Editorial Board	iii
Rector's Message	iv
From The Desk Of The Head Of Faculty	vi
1. JAWHAR AND WAQF DEVELOPMENT IN MALAYSIA	1
<i>Dahlia Ibrahim, Zuraidah Mohamed Isa & Norhidayah Ali</i>	
2. INTRODUCTION TO MICROCREDIT INDUSTRY IN MALAYSIA	3
<i>Zuraidah Mohamed Isa, Dahlia Ibrahim, & Norhidayah Ali</i>	
3. UNDERSTANDING WOMEN'S EMPOWERMENT	5
<i>Nurul Hayani Abd Rahman & Zuraidah Mohamed Isa</i>	
4. GRIT AND SUCCESS. A BRIEF OUTLOOK	7
<i>Azfahanee Zakaria & Syed Mohammed Alhady</i>	
5. AN OVERVIEW OF FOOD DELIVERY BUSINESS	10
<i>Azyyati Anuar, Zainuddin Mohd Piah & Siti Noor Syalwani Mustapa</i>	
6. FOOD DELIVERY BUSINESS: A NEW TREND IN 2020	13
<i>Siti Noor Syalwani Mustapa, Azyyati Anuar & Zainuddin Mohd Piah</i>	
7. EMOTIONAL INTELLIGENCE AND WOMEN ENTREPRENEURS	16
<i>Shazwani Mohd Salleh, Berlian Nur Morat & Sitti Aminah Baharuddin</i>	
8. USAGE OF ANIMATIONS AS ADVERTISING TOOLS	20
<i>Baderisang Mohamed & Malawanis Mohd Noor Kamal</i>	
9. THE INFLUENCE OF SERVICESCAPE UPON RETAILERS ON CUSTOMER VALUE IN MALAYSIA	23
<i>Baderisang Mohamed & Aliaa Adriana MohdDamanhuri</i>	
10. ONLINE CUSTOMER REVIEWS AS A POWERFUL MARKETING TOOL	27
<i>Baderisang Mohamed & Nor Fitrah Anaik Ali</i>	
11. IMPACT OF COVID-19 ON AIRLINES INDUSTRY	31
<i>Baderisang Mohamed & Maryam Nabila Muhammad</i>	
12. DIGITAL MARKETING IN ONLINE SHOPPING	34
<i>Baderisang Mohamed & Aimy Zatul Akhmar Muhamad Nor Azeri</i>	
13. STRATEGIC MANAGEMENT ON MANUFACTURING INDUSTRIES IN MALAYSIA	37
<i>Baderisang Mohamed & Nurul Nisa Mat Jamail</i>	
14. DIVERSIFICATION AS AN EFFECTIVE BUSINESS STRATEGY	41
<i>Baderisang Mohamed & Siti Nurhidayu Sharin</i>	
15. PEST FORCES ON AGRICULTURE SECTOR	44
<i>Baderisang Mohamed & Nurul Najiha Azhar</i>	

16	MISSION AND VISION IN INDUSTRY DEVELOPMENT <i>Baderisang Mohamed & Nurul Amira Ahmad Murad</i>	47
17	DO WE RECOGNISE THE HALAL LOGO? <i>Sitti Aminah Baharuddin, Shazwani Mohd Salleh & Berlian Nur Morat</i>	51
18	VOLUNTARY PARTICIPATION IN RESIDENTS ASSOCIATION: A PROPOSED STUDY AT A MATURED TOWNSHIP <i>Mahadzir Ismail, Junaida Ismail, ETTY Harniza Harun & Muna Abdul Jalil</i>	62
19	ECONOMIC WELL-BEING AND QUALITY OF LIFE IN THE ERA OF COVID-19 PANDEMIC: A PRELIMINARY REVIEW <i>Mahadzir Ismail, Jamilah Laidin & Siti Qurratuaini Mahadzir</i>	66
20	THE DIGITAL ERA: WILL YOU TRUST ME? <i>Norhidayah Ali, Zuraidah Mohamed Isa & Dahlia Ibrahim</i>	70
21	WORKPLACE HAPPINESS MATTERS <i>Rosliza Md Zani & Shuhaimi Samanol</i>	72
22	POWER DISTANCE AND EMPLOYEE SILENCE: A REVIEW IN THE SUPERIOR SUBORDINATES RELATIONSHIP <i>ETTY Harniza Harun, Hasni Abdul Rahim, Musdina Mohamad Salleh & Junaida Ismail</i>	75
23	COVID-19 AND JOB STRESS <i>Rosliza Md Zani & Shuhaimi Samanol</i>	79
24	PARADIGM SHIFT: ONLINE DISTANCE LEARNING (ODL) <i>Norhidayah Ali & Azni Syafena Andin Salamat</i>	81
25	BUSINESS FAILURES AND PROBLEMS IN MALAYSIA <i>Law Kuan Kheng & Wan Irham Ishak</i>	83
26	WOMAN IN AVIATION, REALLY? <i>Yong Azrina Ali Akbar, Syahirah Atikah Mohd Sabri & Siti Liyana Yusrizan</i>	89
27	ORGANIZATIONAL LEARNING AND ORGANIZATIONAL EFFECTIVENESS: A BRIEF INSIGHT <i>Azfahanee Zakaria & Syed Mohammed Alhady</i>	92
28	UNTOLD HEALTH ISSUE: COMPUTER VISION SYNDROME <i>Mohd Fazil Jamaludin, Mohd Shafiz Saharan & Khairul Azfar Adzahar</i>	94
29	COMPARATIVE STUDY ON FINANCING LIMIT, MARGIN OF FINANCING AND SAFEKEEPING FEES AMONG AR RAHNU OPERATORS <i>Mohd Shafiz Saharan, Mohd Fazil Jamaludin, Khairul Azfar Adzahar & Norwahida Wagiran</i>	96
30	A COMPARISON OF TRADITIONAL VERSUS ELECTRONIC WORD OF MOUTH AS MARKETING TOOLS <i>Ramli Saad & Rosliza Md Zani</i>	100
31	THE ROLES OF SOCIAL MEDIA AS A PLATFORM FOR CUSTOMER ENGAGEMENT <i>Ramli Saad & Wan Shahrul Aziah Wan Mahamad</i>	103

JAWHAR AND WAQF DEVELOPMENT IN MALAYSIA

Dahlia Ibrahim

dahlia400@uitm.edu.my

Faculty of Business and Management, UniversitiTeknologi MARA Cawangan Kedah

Zuraidah Mohamed Isa

zuraidah588@uitm.edu.my

Faculty of Business and Management, UniversitiTeknologi MARA Cawangan Kedah

Norhidayah Ali

norhidayah@uitm.edu.my

Faculty of Business and Management, UniversitiTeknologi MARA Cawangan Kedah

Waqf is an Islamic instrument that can give positive impact in the economic development of a society; especially its role to improve the quality living of the Muslims. In Malaysia, the State Religious Councils (SIRCs) carry the responsibility as trustees to register, regulate, monitor and manage waqf as to promote the socioeconomic justice of the waqf institution. However, there are no clear guidelines as how the SIRCs should manage the waqf. In specific, some waqf officials do not put development of waqf as their priority. Hence, managing waqf is a complex task. It is not unfamiliar to hear about the difficulty in developing unproductive waqf properties. Not to say, no single effort has been taken up to effectively develop waqf, but most attempts seem to be fruitless. To rectify this situation, the Malaysian government took a big step and established an entity called Department of Wakaf, Zakat and Haj (Jabatan Wakaf, Zakat dan Haji also known as JAWHAR). The Malaysian Former Prime Minister, Abdullah Bin Badawi, announced the establishment of JAWHAR on 27th March 2004 (Mohd Salleh & Muhammad, 2008).

Mohd Salleh and Muhammad (2008) further indicated that JAWHAR's vision is to be the best government department in driving the society's development through the strengthening of the waqf. As such, its mission is to apply the best administration and delivery system in managing the waqf as to improve the socioeconomy of the ummah. Based on the mentioned vision and mission, JAWHAR's objectives are to establish close contact with each State Islamic Religious Council (SIRC), give assistance in the administration of all the waqf institutions, create familiarity and understanding among the society on the concept of the waqf as a tool to improve the quality of the society and to encourage the society to perform the proclamation of the waqf, and at the same time coordinate, supervise and reinforce the quality of waqf management. In all, the functions of JAWHAR are to plan, monitor, and coordinate the waqf development, carry out research/publication, and to assist SIRCs in the management of the human resource, finance and ICT (Information & Communications Technology).

In 2016, Head Director of JAWHAR, Datuk Ana C Mohd stated that there were 11,091.82 hectors of abandoned waqf land. Nonetheless, since the inception of JAWHAR, quite a number of successful developments have been done to some of the unproductive waqf land. As a matter of fact, there were 17 projects successfully developed through collaboration between JAWHAR and SIRCs. These projects involved 23.771 hectors waqf land with injected funds of RM290.62 millions (Hamid, 2016). Table 1 shows the relevant SIRC and successful development done on waqf land.

Table 1: Developments done on Waqf land: Collaboration JAWHAR and SIRC

Project	SIRC	Location of Waqf
Pantai Puteri Hotel	Majlis Agama Islama Melake	Pantai Puteri, Malacca
Klana Beach Resort Hotel	Majlis Agama Islam Negeri Sembilan	Port Dickson, Negeri Sembilan
Business Center	Majlis Agama Islam Perak	Ulu Kinta, Perak
Maahad Al-Mashoor Education Complex	Majlis Islam Pulau Pinang	Balik Pulau, Pinang
Dialysis Center	Majlis Agama Islam Johor	Batu Pahat, Johor
Grand Puteri Hotel	Majlis Agama Islam dan Adat Melayu Terengganu	Kuala Terengganu, Terengganu
Imarah Tower	Majlis Agama Islam Selangor	Jalan Tun Perak, Kuala Lumpur

Source: Hamid, 2016

The successful development of waqf land in recent years opens up to new developments on waqf land in Malaysia. One example of an on-going project on waqf land is the Taman Sultan Salehuddin project. It is a project between Uda Waqf Holdings and Kedah Islamic Religious Council, MAIK. This locality project is being built on Telok Chengai Waqf land in Alor Setar, Kedah. The size of the waqf land is 27.23 acres and will place 286 business and residential properties (Bernama, 2018). Although JAWHAR did not inject any funds into this current project, it plays an important role in giving advice to the SIRC before proceeding with any project. It shows that JAWHAR's play a major role in the success of waqf development in most states in Malaysia.

In a nutshell, the government did the right decision in coming up with an entity such as JAWHAR to actively develop the enormous abundant waqf land. In fact, in 2008, the government establish Malaysian of Foundation (Yayasan Wakaf Malaysia-YWM) to assist JAWHAR in developing waqf land. It is hopeful that with the existence of these two federal entities, waqf land in Malaysia will be develop to the fullest.

REFERENCES

- Hamid, S. S. A. (2016, January 29). 11,091.82 Hektar Tanah Wakaf. *MyMetro*. <https://www.hmetro.com.my/node/111064>
- Mohd Salleh, S., & Muhammad, S. (2008). Waqaf development in Malaysia: Issues and Challenges. *Jurnal Pengurusan JAWHAR*, 2(1), 13–35.
- Bernama, (2018, November 22). Taman Sultan Sallehuddin, projek pembangunan tanah wakaf pertama di Kedah. <https://malaysiadateline.com/taman-sultan-sallehuddin-projek-pembangunan-tanah-wakaf-pertama-di-kedah/>