



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

FBM INSIGHTS

UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH

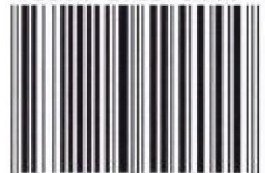
Volume 3

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

GRIT AND SUCCESS. A BRIEF OUTLOOK.

Azfahanee Zakaria

azfa292@uitm.edu.my

Faculty of Business and Management, UniversitiTeknologi MARA Cawangan Kedah

Syed Mohammed Alhady

syalhady506@uitm.edu.my

Faculty of Information Management, UniversitiTeknologi MARA Cawangan Kedah

WHAT IS GRIT?

The character trait of “grit” is a much-discussed and debated topic, both among academic as well as in public forums in the United States however, the term is quite something new in Malaysia.

Grit is a trait which combines passion and perseverance for a long-term goal. A person is said to have a high grit when he has a strong passion, very determined, optimistic and extra focus in fulfilling his long-term goal despite facing rejections, discomfort and lack of progress in years (Bashant, 2014).

Psychologists are now focusing on grit as the key ingredient for happiness and success (Washington Post, 2015).

This trait was made known and famous by Angela Duckworth in 2013, through TED Talk show which made headlines and viewed by many. She later wrote a book on GRIT in 2016 and developed a measurement scale to measure grit (Engber, 2016).

POWER OF GRIT

Grit allows a person to get through challenges which he or she faces in obtaining and reaching certain goals. When a person has grit, he or she will be willing to invest time, energy and ready to give up many other things as a mean achieve the goals. Gritty people are said to have high commitments which ensures their track to the plans. Gritty people do not give up and they always sustain the stamina to move on consistently. They will find ways and alternative to reach their goals (Weir, 2020).

According to Duckworth and Eskreis-Winkler (2013) in one of their works in comparing to the hare and tortoise folktale, being grit is all about being a tortoise and It is not about sprints ahead and stop halfway to take a nap which resulting in the hare losing to the tortoise. But with grit, is all about keep moving on and on until you finish the race.

FIVE CHARACTERISTICS OF GRIT

In her write up and talks, Duckworth did mention that the essence of grit remains elusive. However, she shared on five common characteristics of grit as listed below to make things clearer (Perlis, 2013).

According to Duckworth, a gritty person has high courage to do things which does not favour others. He or she will stand to his belief and speak up for change when others are afraid of doing so. He or she will continue to do the right thing even though there are simpler ways and

options exist. The qualities of courageous people include patience, the ability to believe the unbelievable, and the guts to say “no”. They are not afraid of taking an unpopular stand, nor of asking for help. People with courage characteristics are people who are able to forgive and move on to the next step in order to achieve what they want.

Secondly, a gritty person is high with conscientiousness. Conscientiousness is defined as the personality trait of being very detail, vigilant and thorough in the work they are involved with. A person with a trait of conscientiousness, are more organized and efficient in their task. They are very dedicated to work and like the appearance of orderliness and tidiness. People with conscientiousness tend to be a perfectionist with believe that all work have to be done according to the ‘right way’.

The third characteristic is on the perseverance and it deals with the ability to keep on going, even though he or she is facing challenges in whatever he or she is doing. People with perseverance are also people who are able to change the perception of failure to an opportunity to achieve success through the challenges which they are facing currently.

The next characteristic is the resilience. As stated in The South African College of Applied Psychology (2019), resilience is known as toughness, in which it looks on the ability to bounce back higher from failure and difficulties. It is also believed that people who are optimistic tend to show a higher resilience value. These people are able to enjoy a sense of humour in their daily life, a person who can laugh at themselves and they do not compare themselves to others. People with resilience perceive failure as a stepping stone to leap higher and flip for transformations.

And the last characteristics is the passion. A person with passion is a person who has a deep sense of purpose and seldom selfish. People with passion are driven by goals and very result oriented. They tend to accept the fact that they are not perfect but there are always option and another alternative to achieve what they have dreamt for. It is also said that people with passion will seek assistance when they need help and always in the know that they are responsible for any of their actions.

CONCLUSION

From the above write up, unquestionably for a person to be able to achieve what one wants in life and keep moving and pumping to reach the finishing line. Undoubtedly grit needs to be cultivated in everyone, may it be in adults and even kids. Gritty person would focus on completing what is in their plate no matter what challenges and obstacle which he or she may face. Therefore, lets increase our grittiness and let’s move forward.

REFERENCES

- Bashant, J. (2014). Developing GRIT in our Students: Why GRIT is such an undesirable trait, and practical strategies for teachers and school. *Journal Of Leadership and Instruction*, 14-17.
- Duckworth A. & Eskreis-Winkler L. (2013, March 29). *True Grit*. Retrieved from APS : Association of Psychological Science: <https://www.psychologicalscience.org/observer/true-grit>
- Engber, D. (2016, May 8). *Is “Grit” Really the Key to Success?* Retrieved from SLATE: http://www.slate.com/articles/health_and_science/cover_story/2016/05/angela_duckworth_says_grit_is_the_key_to_success_in_work_and_life_is_this.html
- Perlis, M. M. (2013, October 29). *FORBES*. Retrieved from 5 Characteristics Of Grit -- How Many Do You Have?: <https://www.forbes.com/sites/margaretperlis/2013/10/29/5-characteristics-of-grit-what-it-is-why-you-need-it-and-do-you-have-it/?sh=5ae4f5c34f7b>

The South African College of Applied Psychology. (2019). *The South African College of Applied Psychology*. Retrieved from What is grit? These are the 5 characteristics: <https://www.sacap.edu.za/blog/applied-psychology/what-is-grit/>

Washington Post. (2015, March 24). *Grit: the key ingredient to your children's success. Talent means little without hard work*. Retrieved from South China Morning Post: <https://www.scmp.com/lifestyle/families/article/1745381/grit-key-ingredient-your-childrens-success>

Weir, K. (2020, January 28). *American Psychology of Association*. Retrieved from The Gritty Truth: <https://www.apa.org/news/apa/2020/01/gritty-truth>