



**UniKL**  
UNIVERSITI  
KUALA LUMPUR

# THE 1st INTERNATIONAL CONFERENCE OF WORLD ACADEMY OF ISLAMIC MANAGEMENT 2018

*“To the Frontier of Management from Islamic Perspective”*

**Universiti Kuala Lumpur (UniKL)**

**Jalan Sultan Ismail, 50250 Kuala Lumpur Malaysia**

**12-13 MAY 2018**

**Saturday & Sunday**

## **Conference Proceedings**

## Preface

### **Bismillahirrahmanirahiim**

Assalamualaikumwarahmatullahwabarakatuh

Alhamdulillahirabbilalamiin. Assalatuwassalaasrafilambiaiwal mursaliinwaalihiwasahbihiajmaiin

### **Brothers and Sisters,**

It is our great pleasure to welcome all to our modest conference. We are grateful to Allah the most Compassionate and most Merciful for making this occasion materialize. This conference was planned for last October, but due to lukewarm response it had to be postponed to today. Our Committee worked doubly hard and the result is overwhelming response from academics not only from Malaysia, but also from abroad.

The idea for the conference is to fulfil a need among Muslim scholars to publish research papers in Islamic management and related areas which is one of WAIM's objectives. Following a discussion with Dato' Professor Dr Mazliham Mohd Su'ud, the President of UniKL, it was decided that WAIM and UniKL will jointly host this conference. Thus, this conference is the result of joint efforts by WAIM and UniKL.

Alhamdulillah, we have received more than 140 papers altogether which will be presented and included in the proceedings. We have selected 60 papers to be published in Scopus indexed journals (due to the limited space available). Our apologies to the writers for not being able to accommodate more. The other papers will be published in other journals, unless the authors do not want them published.

The papers cover a wide range of areas. Most are in line with our theme of extending knowledge in Islamic management, Islamic economics, Islamic banking, Islamic Finance, Islamic marketing, Takaful and related areas. We have accepted papers in conventional management as well such as in logistics, microfinance, commodity futures, organizational behaviour and others which are deemed pertinent for effective management of organizations.

For the success of this conference we have to record our grateful thanks, first and foremost for the support by Dato' Professor Dr Mazliham Mohd Su'ud, the President of UniKL. His support is instrumental to getting UniKL involved in hosting this conference. We are also grateful to all members of our Committee who have contributed so much time and efforts to make everything run smoothly. We would like to highlight some names who had shouldered most of the burden namely: Professor Dr Faridah Hj Hassan, (WAIM Deputy President), Dr Abdul Kadir Othman (WAIM Honorary Secretary), Associate Professor Dr Gholamreza Zandi of UniKL and Dr Hafezali Hussain of UniKL. Among others they bear the responsibility of editing and getting the papers published in the journals. On the administration side we have to record our thanks to Puan Azizan Mohamed Isa and Mr Badrul Hisyam Abdul Aziz and their teams who help make this conference what it is.

Thank you.

**Emeritus Professor Dr Mohamed Sulaiman**  
President  
WAIM Co-Chair of Conference

**Professor Dr Sulaiman Sajilan**  
Dean, School of Business, UniKL  
Co-chair of Conference

**Message From  
President / Chief Executive Officer  
Of  
Universiti Kuala Lumpur**

السلام عليكم ورحمة الله وبركاته

Welcome to Kuala Lumpur, Malaysia particularly to Universiti Kuala Lumpur or famously known as UniKL. It is indeed my great pleasure to welcome all of you to the First International Conference on Islamic Management jointly organized by World Academy of Islamic Management (WAIM) and UniKL. This conference on Islamic management is the first of its kind and UniKL is proud to play our role in co-organising this inaugural conference.

In January 2017 a delegation from WAIM led by its President, Emeritus Professor Dr. Mohamed Sulaiman visited me to discuss the concept of this conference. Despite being the champion of Higher Technical and Vocational Education and Training (HTVET) offering various engineering technology programmes, UniKL also has a branch campus named as UniKL Business School offering accountancy, entrepreneurship, Islamic Finance and Marketing. Therefore, by co – organising the conference, UniKL Business School will be able to enhance its research and publication.

Islamic Management or management from Islamic perspective is anew and fast growing field. Its emphasis is to provide a solid foundation for management which is Islam or giving management a soul. This conference will provide the platform to discuss, share and disseminate research findings for this new field of knowledge, gathering participants from both local and international communities.

Around the world, there are more than 1.5 billion Muslims that equates to about 20 percent of the world's population living in 57 Islamic countries where Muslims are the majority. There is also a growing interest in understanding of Islam as the way of life among the non – Muslims, both in the personal and professional aspects. With this, Islamic management is expected to have quite an impact and UniKL will certainly contribute towards its development.

With that in mind, I look forward to many more series of International Conference on Islamic Management in the future. I would also like to extend my highest appreciation to World Academy of Islamic Management (WAIM) for inviting UniKL to co-organise the inaugural conference and I look forward to other areas of possible collaboration with WAIM. I am also confident that the conference will contribute significantly to the development of knowledge in Islamic management.

Wishing all a fruitful and productive conference.

Thank you.

**PROF. DATO' DR. MAZLIHAM MOHD SU'UD**

# **Programme for WAIM-UniKL International Conference On Islamic Management**

## **OPENING CEREMONY**

**Saturday 12<sup>th</sup> May 2018**

- |                |  |
|----------------|--|
| 8.00 am        | Arrival of Participants and Registration   |
| 8.30 am        | Arrival of Guests  |
| 8.45 am        | Arrival of UniKL President   |
| 8.50 am        | Arrival of Guest of Honour (MARA Chairman)   |
| <b>9.00 am</b> | <b>Recital of al Quraan al Kareem</b>  |
| 9.05 am        | Recital of Doa   |
| 9.10 am        | Welcome address by President of WAIM   |
| 9.20 am        | Welcome address by President of UniKL  |
| <b>9.30 am</b> | <b>Opening Ceremony by Chairman of MARA</b>  |
| <b>9.45 am</b> | <b>Keynote Address by Tan Sri Professor Dzul kifli Abdul Razak, Chairman, Board of Directors, Universiti Sains Islam Malaysia and former Vice Chancellor of USM, Penang</b>                      |
| 10.45 am       | Presentation of WAIM Fellowship Certificate to Tan Sri Professor Dzul kifli Abdul Razak, Chairman, Board of Directors, Universiti Sains Islam Malaysia and former Vice Chancellor of USM, Penang |
| 11.00 am       | End of opening ceremony  |

# Conference Programme 12<sup>th</sup> May 2018

## Concurrent Sessions

### 11.30 – 1.00

Concurrent Session 1	6 Papers (Finance)
Concurrent Session 2	6 Papers (Finance)
Concurrent Session 3	6 Papers (Banking)
Concurrent Session 4	6 Papers (Takaful/Economy)
Concurrent Session 5	6 Papers (Economy)
Concurrent Session 6	6 Papers (Marketing)
Concurrent Session 7	6 Papers (Management)

### 1.0 – 2.00 Lunch and prayers

### 2.0 – 3.30 Concurrent Sessions

Concurrent Session 8	6 Papers (Finance)
Concurrent Session 9	6 Papers (Finance)
Concurrent Session 10	6 papers (Banking)
Concurrent Session 11	6 papers (Marketing)
Concurrent Session 12	6 Papers (Organizational Behavior)
Concurrent Session 13	6 Papers (Management)
Concurrent Session 14	6 Papers (Management)

### 3.30 – 4.00 Refreshments

### 4.00 – 5.30 Concurrent Sessions

Concurrent Session 15	7 Papers (Finance)
Concurrent Session 16	6 Papers (Organizational Behavior)
Concurrent Session 17	6 Papers (Marketing)
Concurrent Session 18	6 Papers (Marketing)
Concurrent Session 19	6 Papers (Management)
Concurrent Session 20	6 Papers (Management)
Concurrent Session 21	6 Papers (Management)

Concurrent Session 22	7 Papers (Management)
Concurrent Session 23	7 Papers (Management)
Concurrent Session 24	4 Papers (Management)

### Conference Dinner at 8 pm

### 10.30 pm End of conference

## **Programme for Conference Dinner**

8.00 pm	Arrival of Guests
8.15 pm	Arrival of President of UniKL, Dato Professor Dr Mazliham Mohd Su'ud
8.20 pm	Dinner is served
8.55 pm	Professor Faridah Hj Hassan introduces Speaker of Dinner Talk
9.00 pm	Dinner Talk by Professor Dr Khaliq Ahmad of International Islamic University Malaysia
9.30 pm	Presentation of Award for Best Paper/Papers
9.35 pm	Presentation of WAIM Fellowship Certificate to Dato' Professor Dr Mazliham Mohd Su'ud, President of UniKL
9.45 pm	Dinner continues
10.00 pm	Departure of guests

## **Joint Committee for WAIM-UniKL Conference**

<b>Co-Chairs</b>	Emeritus Professor Dr Mohamed Sulaiman Professor Dr Sulaiman Sajilan
<b>Members</b>	Professor Dr Faridah Hj Hassan Dr Abdul Kadir Othman Associate Professor Dr Gholamreza Zandi Dr Hafezali Iqbal Hussain Dr Norlida Jaafar Dr Nor Azura Azharuddin Associate Professor Dr Saridan Abu Bakar Ms Salken Tuerwahong Ms Azizan Mohamed Isa Mr Badrul Hisyam Abdul Aziz Dr Syerina Syahrin Dr Mohd Farid Shamsudin Dr Morni Hayati Jaafar Sidik Ms Juraya Dolit

## **Editorial Committee**

<b>Chair</b>	Professor Dr Faridah Hj Hassan
<b>Members</b>	Dr Abdul Kadir Othman Associate Professor Dr Gholamreza Zandi Dr Hafezali Iqbal Hussain

## List of Reviewers

No	Name	Affiliation
1	Aida Azlina Mansor	Universiti Teknologi MARA
2	Amjath Jamal Bin Shaik Abdul Kader	Malaysia University of Science & Technology
3	Associate Professor Dr Mohd Hisham Ariffin	Universiti Teknologi MARA
4	Associate Professor Dr Saridan Abu Bakar	Universiti Teknologi MARA
5	Associate Professor Dr Dzuljastri Abdul Razak	International Islamic University Malaysia
6	Associate Professor Dr Suhaimi bin Mhd. Sarif	International Islamic University Malaysia
7	Associate Professor Dr Zamalia Mahmud	Universiti Teknologi MARA
8	Associate Professor Dr Mustafa Omar Mohammed	International Islamic University Malaysia
9	Associate Professor Dr Abdul Rahman Abdul Rahim	Universiti Teknologi MARA
10	Dr Abdul Kadir Othman	Universiti Teknologi MARA
11	Dr Ariff B Md Ab Malik	Universiti Teknologi MARA
12	Dr Erne Suzila Kassim	Universiti Teknologi MARA
13	Dr Mohd Khirzan Bazli A Rahman	Universiti Teknologi MARA
14	Dr Muhammad Hafiz Abd Rashid	Universiti Teknologi MARA
15	Dr Muhammad Iskandar Hamzah	Universiti Teknologi MARA
16	Dr Nor Farradila Abdul Aziz	Universiti Teknologi MARA
17	Dr Norol Hamiza Zamzuri	Universiti Teknologi MARA
18	Dr Omar Alaeddin	University Kuala Lumpur
19	Dr Shariffah Ali	Universiti Teknologi MARA
20	Dr Ahmad Suffian Mohd Zahari	Universiti Teknologi MARA Terengganu
21	Dr Mohd Zulkifli bin Abdullah	Universiti Teknologi MARA
22	Dr Zalina Zainudin	University Kuala Lumpur
23	Dr Naail Mohammed Kamil	KNUST
24	Emi Normalina Binti Omar	Universiti Teknologi MARA
24	Lailatul Faizah Abu Hassan	Universiti Teknologi MARA
25	Melissa Shahrom	Universiti Teknologi MARA
26	Noor Azzah Said	Universiti Teknologi MARA
27	Noorihsan Mohamad	International Islamic University Malaysia
28	Nur Atiqah Rochin Demong	Universiti Teknologi MARA
29	Nur`ain binti Achim	Universiti Teknologi MARA
30	Professor Dr Faridah Hj Hassan	Universiti Teknologi MARA
31	Professor Dr Fauziah Noordin	Universiti Teknologi MARA
32	Shaliken Tuerwahong	International Islamic University Malaysia
33	Siti Asiah binti Md. Shahid	Universiti Teknologi MARA
34	Sri Fatiany Abdul Kader Jailani	Universiti Teknologi MARA
35	Syukrina Alini Mat Ali	Universiti Teknologi MARA



## **Acknowledgements**

**The Joint Conference Committee records its grateful thanks to:**

**YBhg. Dato' Dr Awang Adek Hussin, Chairman of MARA**

**YBhg. Dato' Prof Dr Mazliham Mohd Su'ud, President of UniKL**

**Staff and Students of UniKL**

**WAIM members**

**All participants**

**All suppliers**

**For making this conference a success.**

**Thank you**