

ENTREPRENEURIAL AWARENESS IN ISLAMIC CALLIGRAPHY (KHAT) AND BUSINESS OPPURTUNITY

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Abstract

This paper postulates that inculcation of entrepreneurial awareness among Malay student in Islamic calligraphy toward their identification of business opportunities. This survey further identified four variables in entrepreneurial awareness that relate to the identification of business opportunities, they are; entrepreneurial characteristics, entrepreneurial knowledge, calligraphy skill, and capabilities in promoting the calligraphy products. This study was conducted by distributing questionnaires to 66 students in University of Sultan Zainal Abidin (Unisza) who are registered in a co-curriculum program of Islamic calligraphy. However, the data revealed that the factors of entrepreneurial awareness are not much more contributed to the variance of identification of business opportunities. Additionally, there are only two factors which are significance toward the identification of business opportunities, there are; entrepreneurial characteristic and entrepreneurial knowledge. Therefore, the results indicated that to be good in entrepreneurial calligrapher as well as to grab the business opportunities, students should not totally depend on their entrepreneurial awareness, however, they should consider the other factors that contribute to the business opportunities.

Keyword(s): Islamic calligraphy, khat, entrepreneurial awareness, business opportunities

Introduction

Historically, the assimilation of Islamic religious in South East-Asia country have been seen as a transformation of Malay culture from traditional belief or animisms into the discovering of unique god of Allah which referred to Al-Quran and Hadith. Fundamentally, Al-Quran becomes as the central religious text of Islam and verbal book of divine guidance and direction for mankind of *muslimim* and *muslimah* in a daily life (Abdul Rahman Hj Abdullah, 1990). Moreover, Ismail Al-Faruqi and Lois Lamy Al-Faruqi (1992) has added that expansion of Islamic religious in Malay Archipelago also contributed to the development of Islamic arts, especially in Islamic calligraphy or known as *khat* in Malay culture.

According to Othman Mohd Yatim (1989), Islamic calligraphy has traditionally been held in high regard. The high esteem accorded to the copying of Al-Quran, and

the aesthetic energy that was devoted to it, raised Arabic calligraphy to the status of an art. Additionally, the association of arts with Al-Quran is widely seen in calligraphy, one of the most important and pervasive element in Quranic art (Othman Mohd Yatim & Abdul Halim Nasir, 1990). Nowadays, most of Malay artists are involving as calligrapher in Islamic arts. They are creative and innovative, because they aware the important of commercial value (Azman, 2009) towards their artworks, especially in a product design, market demand, operation and financial management. However, it was unknown in fact of their entrepreneurial awareness, in term of; characteristics development, entrepreneurial knowledge, skill development in calligraphy and promotional activities. In addition, they do not know how to define and grab business opportunities in this sector. As McClelland (1961), Littunen (2000) and Koh (1996) mentioned, individual characteristics

become a prominent factors to sculpture the entrepreneurial awareness, such as; locus of control, tolerance for ambiguity, need for achievement and risk taking. Therefore this study will discuss the entrepreneurship in Islamic calligraphy. The objective of this paper focuses on assessing the impact of entrepreneurial awareness among Malay students in Universiti Sultan Zainal Abidin (Unisza) toward the identification of business opportunities in Islamic calligraphy.

Islamic Calligraphy in Unisza

Universiti Sultan Zainal Abidin Malaysia or known as Unisza is a public university in Kuala Terengganu, Malaysia. Unisza was originally established as Kolej Agama Sultan Zainal (KUSZA) on January 1980 under the administration of the Terengganu Religious Affairs Department. Furthermore, KUSZA was upgraded into a full university and the number of programs and disciplines were extended on January 2007. Generally, Unisza was recognized as Islamic university which offered the number of Islamic studies in a field of; Al Quran & As-Sunnah, Arabic Language & Literature, Dakwah, Usuluddin, Islamic Education, Anthropology and Dakwah, and Usuluddin and Counseling. To keep abreast with Malaysia growth into developing country, Unisza also offered others programs which are related to the current economic development, such as; agriculture and biotechnology, food technology, medicine and health sciences, innovative design and technology, languages and communications, information, business management and accounting, and law and international relations (Universiti Darul Iman Malaysia, 2009).

Instead of the subjects of the programs, students also should to study others subject which is under division of students Affair. Consequently, the Islamic calligraphy is a co-curriculum course that offered by

Students Affair Division specifically for diploma and degree students of Unisza. The purpose of this course is to introduce to Malay students the artworks of Islamic calligraphy and the association of arts with Al-Quran. Students will have the opportunity to practice and integrate the calligraphy skills in meaningful tasks relevant to their study. Indirectly, students will get to know and upgrade the level of skill in Islamic calligraphy.

An Influencing of Islamic Calligraphy in Malaysia

Malaysia is well known for its strength and riches of traditional culture and heritage. In fact, the migration of Chinese, Indians, Portuguese, and Arabians into Peninsular of Malaysia were assimilated the foreign cultures into Malay traditional culture. Malaysia has attempted to preserve its traditional art forms despite the influence of the outside world. The inflows of foreigners to the Malaysia has occurred a culture of migration and directly influence the Malay folk arts and heritage.

The arts and culture of Malaysia have been influenced heavily by the cultures of Arab. Malaysia has vast cultural and creative resources in the fields of arts which included Islamic calligraphy and *Jawi* writing which can be further developed and exploited. Nowadays, the Malaysian calligraphy is greatly influenced by Islamic forms, based largely on the Islamic literature of Al-Quran which respective of Islamic system of law and also the arts of languages. Consequently, Malaysian calligraphers also have long drawn from the Al-Quran or proverbs as art, using the flowing Arabic language to express the beauty they perceive in the verses of Al-Quran. According to Ismail Al-Faruqi and Lois Lamy Al-Faruqi (1992), the terminology of Islamic calligraphy colloquially describe as Arabic calligraphy which relate to the artistic

practice of handwriting in the lands sharing a common Islamic cultural heritage. Claude (2006) also agreed with Ismail Al Faruqi and Lois Lamya Al Faruqi which defined that the calligraphic practice is the art of giving form to signs in an expressive, harmonious and skillful manner. Therefore, the development of Islamic calligraphy in Malaysia is directly assimilated from the Arabic literature to spread out the knowledge of Al-Quran.

Literature Review

A recent study by Hatta Azad Khan (2006) has suggested three fundamental components in highlighting the entrepreneurial awareness in creative industry; they are knowledge of entrepreneurship, field of arts, and the practicing of technology in Islamic calligraphy. Consequently, these three elements has move together to develop entrepreneurial awareness in Malaysia Islamic calligraphy.

The study of entrepreneurial awareness and identification of business opportunities are inherently linked, but it's depending on the limitation of conceptual clarity in the scope of study. Some researchers attempt to use limited human traits to study the numerous factors in the entrepreneurs' awareness. A lot of factors should be clearly defined when to study the ability of Malay students to identify the business opportunities in a sector of Islamic calligraphy. Most of previous literatures studied that the variables of entrepreneurial awareness become as a major factors which are influencing the ability of identification of business opportunities, such as; entrepreneurial characteristics (McClelland, 1961; Shane et al, 2003; Littunen, 2000; Koh, 1996), entrepreneurial knowledge (Ab. Aziz Yusof, 2009; Ibrahim & Soufani, 2002), business skill (Nieman, 2001), and promotional skill (McClelland, 1961, Littunen, 2000; Ab.

Aziz Yusof, 2009). As well as this paper is concerned, Claude (2006) and Othman Mohd Yatim & Abdul Halim Nasir (1990) have mentioned that skill of Islamic calligraphy and the knowledge of Al-Quran also become essential to calligrapher. Therefore, the implementation of entrepreneurial program in university becomes essential, especially in developing of artworks and heritage.

Furthermore, an application of entrepreneurship program in higher education is constantly seen as an effective way of providing students with the business expertise and attitude in order to develop an entrepreneurial awareness. Additionally, Ibrahim and Soufani (2002) noted that entrepreneurship education and training is gaining popularity among Canadian Universities to develop entrepreneurial awareness among students. Similarly, one of the objectives of Malaysia government policies for economic growth is to raise entrepreneurial awareness among Malaysian graduate students, as well as in Canada. Currently, the new Malaysia government policies in higher education clearly defined that graduate students should be no longer depend on the job market, however, they have to turning their thought into grabbing a business opportunities based on their strength, as well as in entrepreneurship oriented. Most of local universities in Malaysia have implemented the entrepreneurship program for the purpose of developing the entrepreneurial awareness among students (Ab. Aziz Yusof, 2009). Therefore, the study of entrepreneurial awareness among Malay students is important as well as to measure the association toward the identification of business opportunities for both locally and internationally.

The Area of Study

The study was carried out in the Universiti Sultan Zainal Abidin (Unisza), where the

students of Islamic calligraphy in a co-curriculum program were chosen as a target population in this study. In Terengganu, and even in Malaysia more generally, the Unisza is famous for its Islamic study. Meanwhile, an Islamic calligraphy was recognized as students' activity that will develop the artwork of Islamic literature. Therefore, Unisza's students in a co-curriculum program of Islamic calligraphy was chosen as population in this study based on the following criteria; (i) Unisza is relatively established as an activity of Islamic calligraphy in their co-curriculum course; (ii) Unisza considered as an university that will construct the sector of Islamic calligraphy in Malaysia; (iii) local product of Islamic calligraphy is highly competitive for both domestic and global market; and (iv) Islamic calligraphy considered as an artworks which have a potential to develop.

Research Methodology

The aim of this study is to investigate whether an entrepreneurial awareness will

affect to identification of business opportunities or vice versa. Based on these theoretical starting points, the research hypothesis is framed as follows

H1: There is a significant association between entrepreneurial awareness and the identification of business opportunities in Islamic calligraphy.

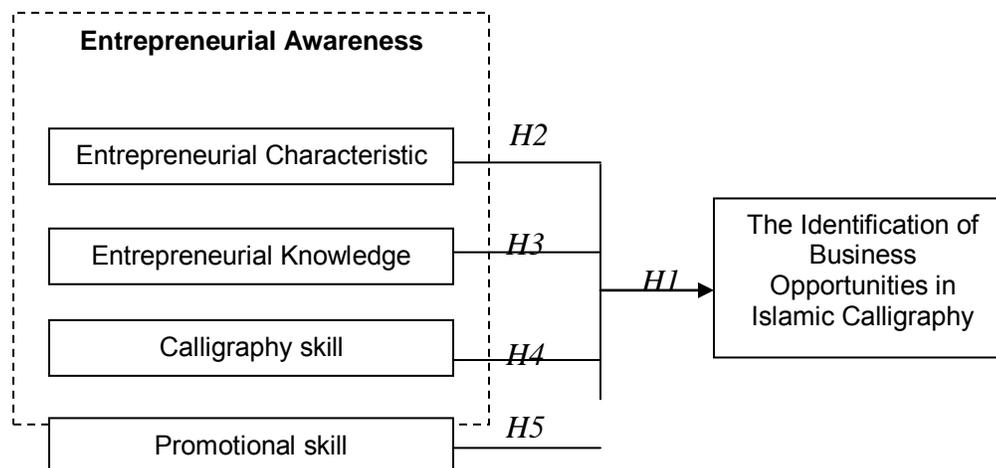
H2: There is a significant association between entrepreneurial characteristics and the identification of business opportunities in Islamic calligraphy.

H3: There is a significant association between entrepreneurial knowledge and the identification of business opportunities in Islamic calligraphy.

H4: There is a significant association between calligraphy skill and the identification of business opportunities in Islamic calligraphy.

H5: There is a significant and association between promotional skill and the identification of business opportunities in Islamic calligraphy.

Figure 1: Theoretical Framework



In order to achieve the goals of the study, a quantitative approach with designing of

questionnaire was adopted so that investigating the variables was made

possible. The fieldwork was conducted in Universiti Sultan Zainal Abidin (Unisza), and the simple random sampling was drawn through the personal contacts of the Unisza students who are studied the Islamic calligraphy in a co-curriculum program. Around 97 students have been registered under this program and have trained a wide range of calligraphy. Meanwhile, there are only 76 set of questionnaire were distributed to the co-curriculum students in Islamic calligraphy. Furthermore, the data was entered and analyzed with the Statistical Package for Social Sciences (SPSS) software programme (version 16.0). As part of this study to know the significance association of entrepreneurial personality and identification of business opportunities, multiple regression analysis was used to test the *H1*, *H2*, *H3*, *H4*, and *H5*.

Results and Discussions

In term of sampling, form the total of questionnaires was distributed; there were

Table 1: The frequency of population and sample

Students	Population		Sample	Return back
	Frequency	%		
Islamic Studies	76	78.3	62	62
Sciences and Technology Studies	5	5.1	3	1
Business	11	11.5	4	2
Social Science	5	5.1	3	1
Total	97	100.0	76	66

i. Reliability tests

The first run of test which administered on 66 respondents, yielded the cronbach alpha was read several variables in this reliability test. It indicates the most of the variables that has been investigated in this study are found to be reliable, such as; entrepreneurial characteristic (0.491), entrepreneurial knowledge (0.495), calligraphy skill (0.770), promotional skill (0.776), and identification

only 66 of questionnaires equally to 87% were return back. There were 62 respondents from Islamic studies (93.9%), 2 respondents are in Business studies (3.0%), and only 1 respondent each from Linguistic Sciences and Technology and Social Sciences. Table 1 indicates the frequency of population, sample and the data were return back. Furthermore, the data was analysed using the Multiple Regression Analysis to determine the association between entrepreneurial awareness in term of; entrepreneurial characteristics, entrepreneurial knowledge, skill of calligraphy, and promotional skill with the identification of business opportunities in Islamic calligraphy. The results of this paper was divided into three parts, there are; the indicating of reliability tests, the frequency and percentage analysis of descriptive study on demographic profile, and inferential analysis the association of entrepreneurial awareness and indication of business opportunities.

of business opportunities (0.854), as mentioned in a table 2. Based on the results, it indicates that the structure of questionnaire in this study is well consistence and stable.

Table 2: Reliability Analysis of Variables

Section	Number of Cases	Number of Item	Reliability Coefficients ALPHA
Entrepreneurial Characteristics	66	3	0.491
Entrepreneurial Knowledge	66	3	0.495
Calligraphy Skill	66	3	0.770
Promotional Skill	66	3	0.776
Identification of Business Opportunities	66	6	0.854

ii. Descriptive analysis on demographic profile

Basically, this descriptive analysis is merely to explain information which is related to the set of data. The adopted of descriptive statistic in this study is to analysis the frequency of items in a demographic profile, such as; gender, age, background of study, originated, parent's career, years of study, field of study, ambitious, and an attended of students in others program of calligraphy.

As a total number of respondents are 66, most of students are age in between 20 – 25 (71.2%), followed by those below age of 20 years old (17.3%), and only 1.5% by those in a year of 26 to 30. In term of gender, the majority of students are female (90.9%) and male only 9.1%. By far, the majority of students in Unisza are schooling background are in Islamic studies, which are contribute to the amount of 55 students (83.3%) of the total number of respondents, followed by Language and Literature which contributed 7 students (10.6%), and Sciences and Technology which only have 4 students (6.1%). In term of years of study, the majority of students in Unisza are in second year students as a total numbers of 38 respondents and equally to 57.6 percent. Then, followed by the numbers of 19 respondents in a third year which equally to 28.8 percent. Furthermore, the frequency of

respondents who are in the range of first years students are 8 students which equally to 12.1 percent. Then, there is only one person (1.5%) involved in fourth year.

In term of field of study in Unisza, Islamic studies constituted the majority of respondents. They are representing 62 respondents or equal to 93.9 percent. Then, the others field of study in Unisza are lower frequency participated in Islamic calligraphy, such as; business studies which contributed only two students (3.0%), and only one students (1.5%) for both Science and Technology Study, and Social Sciences. Meanwhile, most of students are originated from East-coast Malaysia which contributed to 35 students which equal to 53%, followed by North Peninsular of Malaysia is 18 respondents (27.3%), East Malaysia is only have 5 respondents (7.6%), and 4 respondents are from South Peninsular and West-Coast Malaysia which equal to 6.1 percents each. In term of parent's career, the highest respondents declare their parents are self-employment or business which contribute to the frequency of 30 respondents (45.5%), and follow by working in a government sector which comprises 25 respondents (37.8%). Follow by those

working in private sectors which represent 11 respondents (16.7%).

Furthermore, the bulk of respondents are interested working in public sector which comprises 27 respondents (40.9%), followed by 21 respondents (31.8%) are interested to involve in education, and only 18 respondents which equal to 27.3% are interest to be entrepreneurs. As well as to

study the background of student attended in others program of calligraphy, most of students are not ever attended in other programs (74.2%) followed by 16 respondents (24.2%) are only attended in one time, and 2 time which comprise only one respondents (1.5%). Entirely, a frequency of respondents in each part of demographic profile was depicted in table 3.

Table 3: Demographic profile

	Frequency	Percentage		Frequency	Percentage
Gender			Originated		
Male	6	9.1	East-coast Malaysia	35	53.0
Female	60	90.9	West-coast Malaysia	4	6.1
Age			South Peninsular	4	6.1
Below 20 years old	18	17.3	North Peninsular	18	27.3
21 – 25 years old	47	71.2	East Malaysia	5	7.6
26 – 30 years old	1	1.5	Parent's career		
Above 31 years old	0	0	Government sector	25	37.8
Background of Study in school			Private sector	11	16.7
Islamic study	55	83.3	Self-employment	30	45.5
Business study	4	6.1			
Science & Tech study	7	10.6			
Years of study			Attended in others program of calligraphy		
1 st . year	8	12.1	No ever	49	74.2
2 nd . year	38	57.6	1 time	16	24.2
3 rd . year	19	28.8	2 times	1	1.5
4 th . year	1	1.5	More than 3 times		
Field of study in Unisza			Ambitious		
Islamic study	62	93.9	Education	21	31.8
Science & Tech	1	1.5	Entrepreneurship	18	27.3
Business	2	3.0	Working in private sector	0	0
Social study	1	1.5	Working in public sector	27	40.9

iii. Relationship between entrepreneurial awareness and identification of business opportunities

As part of this study is to know the significance association of entrepreneurial

awareness and the identification of business opportunities, multiple regression analysis was used to test the hypothesis. The results indicates that the multiple correlation coefficient (R) which using all the predictors

simultaneously is 0.538 and R-square is 0.289 which means that only 28.9 percent of the variance in identification of business opportunities can be predicted from the factors of entrepreneurial awareness. Meanwhile, we noted that adjusted R-square

(0.243) is lower than the R-square (0.289) which is related to the number of variables in this study. Table 4 shows the result of R-square value.

Table 4: The R-square value

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.538 ^a	.289	.243	.42141
a. Predictors: (Constant), Promotional Skill, Entrepreneurial Characteristic, Entrepreneurial Knowledge, Calligraphy Skill				

However, this finding still supported the results of significance association ($p=0.000$) between entrepreneurial awareness and identification of business opportunities, which means that the hypothesis 1 is accepted (see table 5). This result also supported the literature that were claimed by

McClelland (1961), Shane et al (2003), Littunen (2000), Ibrahim & Soufani (2002), and Nieman, (2001) who mentioned that the entrepreneurial awareness are significantly contributed to the identification of business opportunities.

Table 5: Significance value

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.407	4	1.102	6.204	.000 ^a
	Residual	10.833	61	.178		
	Total	15.239	65			
a. Predictors: (Constant), Promotional Skill, Entrepreneurial Characteristic, Entrepreneurial Knowledge, Calligraphy Skill						
b. Dependent Variable: Identification of Business Opportunities						

Moreover, the lower R-square value indicates that most of co-curriculum students who are attended the Islamic calligraphy course are not really aware the important of entrepreneurship and relationship with the business opportunities. In fact, most of them (74.2%) are never exposed in any calligraphy course which is

influencing to the development of creative and innovative in calligraphy business. In addition, there are only 27.3% from the total respondents in Unisza are ambitious to be entrepreneurs (see table 3). Most of them did not realize that the capability of calligraphy skill can be further in grabbing the business opportunities.

Table 6: Multiple Linear Regressions

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.063	.610		1.741	.087
	Entrepreneurial Characteristic	.349	.140	.287	2.494	.015
	Entrepreneurial Knowledge	.259	.102	.293	2.543	.014
	Calligraphy Skill	.063	.086	.095	.731	.468
	Promotional Skill	.098	.083	.153	1.188	.240

a. Dependent Variable: Identification of business opportunities

In a table 6, the result indicates that are only two out of four independent variables are significantly associated with identification of business opportunities, there are; entrepreneurial characteristics ($B=0.287$, $p=0.015$), and entrepreneurial knowledge ($B=0.293$, $p=0.014$). These findings supported the hypothesis 2 and 3. Meanwhile, the others factors of entrepreneurial awareness, including; calligraphy skill ($B=0.095$, $p=0.468$), and promotional skill ($B=0.153$, $p=0.240$) are not significantly associated with the identification of business opportunities, and claimed that the hypothesis 4 and 5 are rejected.

These findings has been identified that the factors of entrepreneurial characteristic and entrepreneurial knowledge as an important consideration in the study of identification of business opportunities. It seems had a strong relationship compared with the calligraphy skill and promotional skill. Thus, these results interpreted that entrepreneurship (e.g. entrepreneurial characteristic and knowledge) play the role in encouraging the calligraphies' students independently to grab the business opportunities. However, the results R-square also indicated that to be good in

entrepreneurial calligrapher toward the grabbing of business opportunities, students should not totally depending on their entrepreneurial awareness, but, there should consider the other factors that contribute to the business opportunities. Regarding these factors, the calligraphies' students in Unisza must change their perceptions and views toward the business opportunities in calligraphy.

Implication and Conclusion

Generally, this study highlighted the relationship of entrepreneurial awareness toward the identification of business opportunities among Malays students who are attended the Islamic calligraphy in a co-curriculum course of Unisza. Basically, the entrepreneurial awareness is an asset to those who are involved in small and medium enterprises of the sector of Islamic calligraphy. Good calligraphers are not totally depending on the esthetic value, however, there should think entrepreneurially in the face of global challenge today. However, this inferential study reveals that only 28.9 percent of the variance in an identification of business opportunities can be predicted from the factors of entrepreneurial awareness. In

addition, there are only two out of four variables in entrepreneurial awareness are significance toward the identification of business opportunities, there are; entrepreneurial characteristics ($B=0.287$, $p=0.015$), and entrepreneurial knowledge ($B=0.293$, $p=0.014$).

Therefore, these results implicated that the calligraphies' students or Malaysian calligrapher in general should aware the important of entrepreneurship which is positively associated to the ability to grab the business opportunities. Consequently, the significance results of hypothesis 1 have suggested that the Malaysian calligraphers should shift their paradigm to become more entrepreneurial awareness. An awareness of Malaysian calligraphers toward their entrepreneurial personality will make them more confidence to identify business opportunities in Malaysia and globally.

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