

Roaimah Omar · Hasan Bahrom  
Geraldine de Mello *Editors*

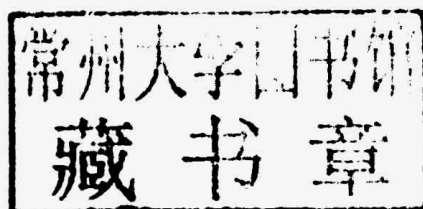
# Islamic perspectives relating to business, arts, culture and communication

Proceedings of the 1st ICIBACC 2014

Roaimah Omar • Hasan Bahrom  
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Editors

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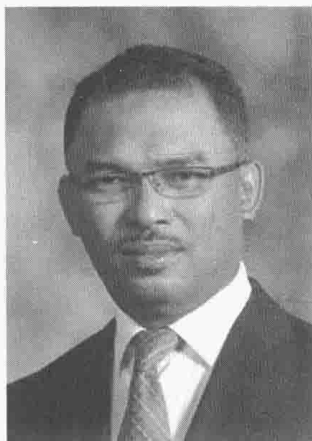
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culture and communication

## Message By



**Datuk Seri Ir. Hj. Idris bin Hj. Haron**  
**Chief Minister of Melaka**

Wise man said those who do not remember their past are condemned to repeat their mistakes. Hence, Universiti Teknologi MARA (UiTM) Melaka's effort to organise the International Conference on Islamic Business, Art, Culture and Communication (ICIBACC 2014): *Addressing Leadership Challenges and Sustaining Excellence in a Globalised Malay & Islamic World* is highly timely and commendable.

The timing for the conference could not have been more appropriate in view of the challenges faced by the Muslims all over the world. Being part of the global Muslim community, Muslims in Malaysia in one way or another would be affected with all those challenges faced by the 'ummah' all over the world.

I also would like to congratulate UiTM Melaka and AKEPT for organising this international conference in Melaka. The city was once a thriving international port which attracted merchants far and wide, and it was part of the well-known Silk Route. Much can be learnt from the history of Melaka including the tricks of how

merchants traded at that time. Melaka is still looked upon as a historical state that is thriving and buzzing with businesses and tourists.

One of the objectives of this international conference is to provide a platform for researchers and academia to discuss the problems and challenges faced by the Malay and Muslim community around the world. I sincerely hope the findings would help the Muslim community, particularly in Malaysia, to enhance international integration and to strengthen the aspects of Islamic economy and leadership. Nonetheless, I think the findings of all papers presented in this international conference must not remain as findings. They ought to be translated into action plans to benefit the Muslims and the global community alike. Once again, congratulations!



**Message from the Vice Chancellor  
Universiti Teknologi MARA Malaysia  
Tan Sri Dato' Sri Prof. Ir. Dr. Sahol Hamid Abu Bakar**

The theme *Addressing Leadership Challenges and Sustaining Excellence in a Globalised Malay & Islamic World* for the International Conference on Islamic Business, Art, Culture and Communication 2014 is very timely when the Malay and Muslim world are facing various shapes and forms of challenges. Thus, I would like to congratulate Universiti Teknologi MARA (UiTM) Melaka for their joint efforts with the Higher Education Leadership Academy (AKEPT) in organising this meaningful conference.

In celebrating its 30th anniversary, I think UiTM Melaka has reached the pinnacle of its achievements by organising this conference. The international environment has evolved to become more complex, competitive and challenging. Thus, the challenge for the Malay and Muslim world is to evolve strategies to ensure competitiveness, dynamism and sustainability. Leadership in Islam involves trust (*amanah*), and with that comes responsibility (*taklif*) and accountability (*mas-u-li-yah*). I sincerely hope all participants and researchers would use this conference to have a meaningful meeting and exchange views and ideas on how to further strengthen Malay and Islamic leaderships during this challenging time.

To have this conference in Melaka, a bustling business centre during its glorious days, reminds us that failure to cope with challenges will eventually lead to our downfall.

I wish that all participants will have an enjoyable and productive experience.  
Thank you.



**Message from the Rector**  
**Universiti Teknologi MARA Melaka**  
**Prof. Madya Dr. Mohd Adnan Hashim**

Assalamualaikum wrbt

First and foremost, I would like to say *Selamat Datang* to all participants and distinguished speakers of the International Conference on Islamic Business, Art, Culture and Communication 2014, proudly organised jointly by Universiti Teknologi MARA (UiTM) Melaka and the Higher Education Leadership Academy (AKEPT).

This international conference means a lot to UiTM Melaka and to me personally as we are celebrating our 30th anniversary which falls in August this year. It is my sincere hope that the conference would help the university to strengthen its roots and colourful history.

I am very sure all participants would benefit tremendously from the conference, and as for the organising committee, I hope that they achieve their noble goals of gathering experts in the field of Islamic business, art, culture and communication in Melaka to explore further issues pertaining to the subject matter.

The success of this International Conference on Islamic Business, Art, Culture and Communication depends on the commitment of committee members. Thus, I would like to once again congratulate the committee for their efforts to ensure that this conference is a success.

Lastly, I would like to express my sincere gratitude to the Higher Education Leadership Academy (AKEPT) for its continuous assistance to UiTM Melaka, particularly for this international conference, and I look forward to further strengthening our cordial cooperation.

Thank you.



**Message from the Director  
Higher Education Leadership Academy (AKEPT)  
Professor Dr. Mohd Majid Bin Konting**

I would like to take this opportunity to congratulate Universiti Teknologi MARA (UiTM) Melaka and the Higher Education Leadership Academy (AKEPT) for collaborating to jointly organise this significant conference which in a way will help the Malay and Muslim world to pause for a while and seek whatever remedy it needs to face this challenging time.

The International Conference on Islamic Business, Art, Culture and Communication 2014, which is aptly themed *Addressing Leadership Challenges and Sustaining Excellence in a Globalised Malay & Islamic World*, comes at the right moment when not only the Malay and Muslim but also the whole world is facing uncertainties. When everybody thinks modern technology will eradicate most of the globally difficult issues, we still face the age-old problems of poverty, arms conflicts and natural disasters for instance; we have to face new issues and challenges that come together with what we term as 'modern world'. Thus, we have cyber wars, for example, which are sometimes even worse than the traditional wars.

Having the conference in Melaka serves as a reminder to us from the Muslim and Islamic world of how a failure to address new challenges will spell our own demise. Nevertheless, a globalised world must not be viewed only from the negative aspects as it also opens windows of opportunity for us to stand tall in this global arena. With that, I strongly hope the conference would serve as a platform for international researchers to share thoughts and exchange ideas with regard to civilisation, economy and culture in the Malay and Muslim world.

Thank you.





**Message from the Conference Chair 1st ICIBACC 2014**  
**Deputy Rector**  
**Research, Industrial Linkages & Networking**  
**Universiti Teknologi MARA Melaka**  
**Assoc. Prof Dr. Roaimah Omar**

First and foremost, I would like to welcome all paper presenters, forum panellists and participants to our 1st ICIBACC Conference 2014. This conference is organised in conjunction with the celebration of the 30th anniversary of UiTM Melaka. For the past 30 years since its establishment in 1984, UiTM Melaka has witnessed many high-impact achievements and exemplary performances in teaching and learning and also research and innovation. I am indeed very happy to announce that we have collaborated with AKEPT to organise this conference. This conference is an important platform to discuss the contribution of Islamic and Malay scholars in various fields, namely business and economics, arts, culture and communication. Nowadays, the world has been bombarded with various issues that affect mankind – negative perceptions about Muslims, economic downturn, tragedies, drug abuse, social problems and health issues such as from Ebola – which have detrimental effects on the national security and solidarity of a multiracial and diverse culture like that of Malaysia.

Hopefully this conference would be able to resolve some pressing issues affecting the Malays and the Muslims around the globe. Moreover, the scholars, researchers and academicians alike would be able to meet and collaborate together to conduct research and consultancy as well as networking with scholars from other Muslim countries such as Indonesia, Brunei and the Middle East. In addition, the outcome from the round table discussion would pave the way to enhance networking and collaboration among academicians and researchers in the Muslim world to strategise together to achieve common goals and visions. I truly hope the conference will benefit everyone who attends it. I would also like to express my gratitude to all the committee members for the hard work and commitment in making this

conference a successful endeavour. Last but not least, my sincere thanks and gratitude to the state government, AKEPT, top management of UiTM Melaka, sponsors, and the Malay and Islam World Association (DMDI) for supporting UiTM Melaka. Enjoy your stay in Melaka, Malaysia, and best wishes.

Thank you.

# Preface

The ICIBACC 2014 Proceedings incorporate papers on challenges and sustaining excellence in a globalised Malay and Islamic world. The ‘Malay world’ is closely associated with Islam since most of the Malays are predominantly Muslims. The ‘Malay world’ includes many parts of Southeast Asia, stretching from Vietnam and Cambodia to southern Thailand, Malaysia, Singapore, Indonesia, Brunei and southern Philippines. The Malays are also found in Africa, whereas Muslims are found all over the world, including Europe, the United Kingdom, China and the Middle East. In the era of globalisation, the Malays and Muslims in general are faced with challenges in the fields of business, economy and politics. There is also a need to uphold and strengthen the culture, arts and heritage of the Malays. Hence, this conference will provide a platform in bringing together scholars and experts in these areas to discuss issues facing the Malays and Islam in today’s globalised world, to share the latest research findings and also to network with their counterparts worldwide.

Presented here are 40 reviewed papers submitted at the International Conference on Islamic Business, Art, Culture & Communication 2014 held at Historical Melaka, Malaysia. The conference covers the areas of business management, culture and heritage, arts, music, religion, literature, media and communication, human talent, globalisation, language, politics, history, law and ICT. The proceedings of this conference incorporate original papers contributed by researchers from many countries.

Alor Gajah, Melaka, Malaysia  
Shah Alam, Selangor, Malaysia  
Alor Gajah, Melaka, Malaysia

Roaimah Omar  
Hasan Bahrom  
Geraldine de Mello

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Chief Minister of Melaka

Tan Sri Dato' Sri Prof. Ir. Dr. Sahol Hamid Abu Bakar  
Vice-Chancellor  
Universiti Teknologi MARA Malaysia

Assoc. Prof. Dr. Mohd Adnan Hashim  
Rector  
Universiti Teknologi MARA Melaka

Professor Dr. Mohd Majid Bin Konting  
Pengarah Akademi Kepimpinan Pengajian Tinggi (AKEPT)

Assoc. Prof. Dr. Roaimah Omar  
Conference Chair 1st ICIBACC 2014 and  
Deputy Rector  
Research and Industrial Linkages  
Universiti Teknologi MARA Melaka

We would also like to record a special thank you to all other individuals and organisations whose efforts have made these conference proceedings possible.

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