Eubios Journal of Asian and International Bioethics

Abstract Book for the International Conference on Ethics and Professionalism (ICEP)

Sustainable Science, Technology & Society

1– 2 December 2010

Organised by the Centre for General Studies of Universiti Kebangsaan Malaysia (UKM), and the Regional Unit for Social and Human Sciences in Asia and the Pacific (RUSHSAP), UNESCO Bangkok.

Venue: Equatorial Hotel, Bangi-Putrajaya Malaysia

1st December

9.00-10.00: Opening Session

1) Welcoming Words
Assoc. Prof. Dr. Latifah Amin
ICEP Chairperson, Centre for General Studies, Universiti Kebangsaan Malaysia.

2) Welcoming Words
Prof. Dr. Darryl Macer
ICEP Joint Chairperson, Regional Adviser, the Regional Unit for Social and Human Sciences in Asia and the Pacific (RUSHSAP), UNESCO Bangkok.

3) Opening Words by the Honourable Vice Chancellor, Universiti Kebangsaan Malaysia
Tan Sri Prof. Dato' Dr. Sharifah Hapsah Syed Hasan Shahabudin

10.00-10.30: Morning Tea Break

10.30-12.30: Keynote Session 1 (KS 1)
Chair: Prof. Dr. Abdul Latif Hj. Samian
Director, Institute of the Malay World and Civilization (ATMA), Universiti Kebangsaan Malaysia.

KS 1-1) Ethical Decision-making for Patient Care and Public Health
Prof. Dr. Darryl Macer
Regional Adviser, the Regional Unit for Social and Human Sciences in Asia and the Pacific (RUSHSAP), UNESCO Bangkok, 920 Sukhumwit Road, Prakanong, Bangkok Thailand 10110
Email: d.macer@unesco.org
http://www.unescobkk.org/rushsap

Self-determination can apply to individuals, communities and nations, and is implicit in an equality of citizens that is constitutionally accepted around the world. The ethical basis for self-determination is respect for human dignity. We can consider the four imperatives of love for ethics, as self-love, love of others, loving life and loving good. I have argued that love is not only a universally recognised goal of ethical action, but is also the foundation of normative principles of ethics (Macer, 1998). "Bioethics is love of life" (Macer, 1998) can be applied to modern dilemmas. We can consider the four principles of love bioethics, as self-love (autonomy), love of others (justice), loving life (non-maleficence) and loving good (beneficence).

These foundational ethical principles apply to both individual patient care and to public health. It has been argued that love is not only a universally recognised goal of ethical action, but is also the foundation of normative principles of ethics. These fundamental principles of ethics may not have changed over time, but the emphasis placed on them has shifted. There was more beneficence a century ago but now there has been more precedence given to autonomy. As for the importance of justice and non-maleficence the trends in different localities are more difficult to determine.

KS 1-2) Values, Ethics and Good Governance in the Public Service
Datuk Dr. Mohd Tap Salleh
Chief Director, Malaysian Institute of Integrity (IIM)

KS 1-3) Global Ethics: Life, Love and Learning
Prof. Dr. Jayapaul Azariah
President, All India Association of Bioethics, Chennai, Former President of Asian Bioethics Association. Email: jazariah@yahoo.com

Higher education in India is one of the largest (3rd) educational systems in the world. Such a system has provided legal protection to the study of Environmental Biology (ethic) or Environmental Sciences for both Science and Arts students. The University Grants Commission realized, in 2003, the need to provide "a new direction aimed at the 21st century expectations and accelerate its pace of development to meet the needs and aspirations of the society." The vision included both "values and ethics" but not bioethics.

The Indian educational structural pattern is "Ten + Two + Three + Two (PG)". Professional courses deviate from + Two stage which provides two divergent paths into academic and vocation streams and signals the end of school education. But bioethics has not yet found a space in the curricular development. Teaching bioethics at the +2 level as a separate subject seems a difficult job. The paper emphasizes the need to adopt the policy of "catch them young". It emphasizes that two separate streams of bioethical education curricula have to be developed. The paper enumerates the roadblocks in finding new directions in bioethics education in biology and environmental ethics.

"Education is what saves human life from being a mere disaster; it is what enables man to live a life which is something above meaningless tragedy or inward disgrace." In many countries life in 21st century has become a meaningless tragedy and some western famous bioethics have opted to sterilize the present human generation so as to save the future generations. It is pointed out that a great divide is being formed between the western and eastern bioethics which underlines the necessity to incorporate social and family values and ethics. If bioethics education is to be integrated into current biology and environmental ethics teaching then it must be job oriented. As on date, for anyone who qualifies oneself in bioethics from India or abroad there is no job security as there is no job openings in bioethics.

KS 1-4) Personality, Religiosity and Ethical Perception and Behavior
Prof. Dr. Khairul Anwar Mastor
Director, Centre for General Studies, Universiti Kebangsaan Malaysia.

The paper aims to review emerging support for the role and relationships of personality and religiosity in the development of ethical-moral thought and behavior. Basic premises are that individual personality factors provide basic templates of how one perceive, think and feel towards ethical issues. Previous work revealed that narcissism and cynicism (personality factors influencing self-perceptions and perceptions of others) showed consistently negative relationships with aspects of ethical decision-making. Religiosity, seen as being more of mediating factor, influence the cognitive and affective functions of the ethical-decision making process, especially, in the moral judgment - judging which action will be more of justifiable in a moral sense (Rest et al., 1999). Religion serves as a social force and, and as a source of moral philosophies that are internalized through daily ritual obligations, education and socialization. Thus, highly religious person were shown in various studies, to be more concern of

ethical and moral issues, as compared to those with low level of religiosity. Also, studies in social psychology and business ethics have consistently supported the positive association between personality, religiosity and ethical perception and behavior. Implication on the strategies to improve ethical thought and behavior is also discussed.

12.30-14.00: Lunch

14.00-17.00: Parallel Session 1 (PS 1)

Theme (T) 1: Ethics and Professionalism in Science, Technology and Engineering
Chairs: Prof. Datin Dr. Azizan Baharuddin, and Prof. Dr. S. Panneerselvam

PS 1 (T 1-1): Violation of Cyberlaws and Computer Ethics: The Consequences and Potential Legal Actions
Assoc. Prof. Dr. Juriah Abd. Jalil, and Dr. Duryana Mohamed
Department of Private Law, Ahmad Ibrahim Kuliyyah of Laws, International Islamic University Malaysia, Malaysia,   Juriah@Iium.Edu.My mduryana@iium.edu.my

Good ethics and professionalism when using computer or Internet should be strictly observed and exercised. Failure to do so will result in violation of the laws and computer ethics. Consequently, not only the victim will suffer loss but also the country as a whole. It is known that, the borderless nature of the cyber world has encouraged many people to try and explore various types of cyber activities but this is not a passport for everyone to cross the border and ignored the laws and regulations. Although there are cyber laws to control and regulate these cyber activities, cases of cyber attacks and invasion to privacy and safety are still rampant. Thus, this paper seeks to study the available laws governing computer users, cases that involve violation of cyber laws and computer ethics, the effect of violation of those laws on the victim, and finally the potential legal actions available to the victim of cyber attacks according to the categories of the offences. References will be taken from various discussions on cyber and computer ethics as well as cases on cyber offences. In conclusion, the authors hope that this paper will be able to assist the victims to stand up for their rights by seeking the available remedies besides providing resources to lawyers and court officers in dealing with cases on cyber attacks, particularly in Malaysia.
Keywords: Computer ethics, cyber laws, professionalism, computer users, remedies

PS 1 (T 1-2): Identifying Public Sustainable Development Values: A Case Study in Sepang Selangor
[1]Zurina Mahadi, [2]Emeritus Prof. Dato' Dr Abdul Samad Abdul Hadi, and [3]Hukil Sino
[1]Centre for General Studies (E-mail: kina@ukm.my), [2]Institute for Environment and Development (LESTARI), [3]Faculty of Health Sciences, Universiti Kebangsaan Malaysia.

Public's ways of viewing and interpreting the development scenarios around them provide the framework in how they perceive and understand the issues of current development. The continuous process of observing and assessing will eventually identify the shortcomings of the current development methods which inspired them to develop a set of preferred development values. Public's values for development are key elements of sustainable development management as values underlie people's action and behavior. Without greater understanding and awareness of this, institutions involved in development will often experience conflict over management. This research focuses on the development values from the socio-cultural point of views in Sepang, Selangor. Using qualitative methods, in-depth interviews and group discussions of selected respondents were held to represent their views of their own and communities represented by them. The analysis of data highlights five major themes in development namely identities, peace, freedom, environment and development. There were seven fundamental needs according to Max-Neef list discovered namely subsistence, protection, affection, participation, creation, identity and freedom.
Keywords: Values, needs, well-being, sustainable development

PS 1 (T 1-3): Consumer Information, Ethical Issues of Biotechnology and Willingness to Buy
[1]Goh Hong Lip, [2]Jamal Othman, and [3]Latifah Amin
[1&3]Centre for General Studies (E-mail: explosivegoh@gmail.com), [2]Faculty of Economic and Business Studies, Universiti Kebangsaan Malaysia.

The controversial agricultural biotechnology issue actually is a consumer information issue. The lack of information availability may cause over reacting from the public as both pro- and anti-biotechnology parties induce more confusion towards the consumer by arguing over normative issues using propaganda style. Therefore enquiring the public's willingness to pay or understanding the consumer's attitude for GM food by giving them neutral or balanced information is crucial for setting up marketing decisions. There are uncertainties to which consumers in Malaysia will accept genetically modified food (GMF) if they were commercialized in Malaysia market given that most Malaysian have low to medium familiarity on GMF. Therefore, obtaining the public's willingness to pay for GMF is essential to ensure the interest of various stakeholders and the welfare of the public are intact by implementing a suitable marketing strategies. The objective of this study is to elicit the public's WTP for

GMF by using choice modeling approach and provide further insights to evaluate the degree of awareness and knowledge, and preference towards potential GM food products in Malaysia.

PS 1 (T 1-4): Sustainable Consumption from Islamic Perspective: A Preliminary Study of al-Khalifah Practice in Mindanao, Philippine

Mohd Yusri Hafiz, and Mohd Zuhdi Marzuki
Jabatan Pengajian Sains dan Teknologi, Fakulti Sains, Universiti Malaya.

This paper will discuss the environmental management system in terms of sustainable consumption in Islam. In explaining the concept of environmental consumerism in the context of Ethnography, the discussion will be focused on the concept of Al-Khalifa that has been practiced in Mindanao, Philippine. Based on the early findings, sustainable environmental consumption has been successfully practiced by the Muslim community in Mindanao, Philippine by applying the concept of Al-Khalifa. Indeed, Al-Khalifa is the concept originally rooted from the Quran and the Sunnah, which is implemented towards protecting of forest resources, coastal ecosystem and solid or liquid waste management. The concept is based on the principle of Tawhid and the Islamic principle of human relationships with God and His creation environment. The Act No. 161 on Autonomous Muslim Mindanao - "An act provided for Sustainable Forest Management in the Autonomous Region, Mindanao, Muslim and other" (MMAA), which is clearly based on shari`ah principles has been approved on October 27, 2003. Among these principles are the Tahsin al-Ardh (duties of the society to improve the area) and the Ihya al-Mawat (giving life to the dead land). Shari`ah is implemented as a guideline as well as an enforcement towards environmental protection. For instance, fatwas were issued by the Mufti of Mindanao that ascertains the lawful aspects and unlawful aspects being considered as an assertion towards the effectiveness of environmental protection. Among the implementations are the establishment of national parks and protected areas, the preservation of lakes, rivers, and other contaminations, 1 / 5 of the solid waste will be recycled and reused, and so on. Among the forbidden things are forest burning, illegal logging activities, fishing by poisoning the river, eliminating tobacco plants, exporting and importing of fish products without permission and throwing garbage to the river. In conclusion, the concept of Al-Khalifa is an Islamic-oriented approach towards effective practice in order to ensure good environmental governance.

PS 1 (T 1-5): The Role and Utility of the Biosafety Act 2007 in Protecting Bioethical Issues Relating to Genetically Modified Organisms (GMOs) in Malaysia

Assoc Prof. Dr. Zaiton Hamin[1] , and Siti Hafsyah Idris[2]
Faculty of Law, Universiti Teknologi MARA (UiTM), 40450, Shah Alam, Selangor, Malaysia, contact Number: 0196952403[1], and 0193698131[2] (Email: zaiton303@salam.uitm.edu.my[1]   and yasmin_yazid99@yahoo.com[2])

The rapid advancement in biotechnology, particularly in genetic modification, has led to a growing number of ongoing researches on Genetically Modified Organisms (GMOs) in Malaysia, with the hope of producing better products. This in turn, raises some significant bioethical issues, which need to be addressed by the authorities concerned to ensure that biotechnological development does not, in most respect, adversely impinge on the social, economic and environmental aspects of the society. Despite the inclusion of several provisions on socio-economic consideration, the absence of any specific provisions protecting bioethics in Malaysia in the Biosafety Act 2007 (hereinafter 'the 2007 Act'), which addresses all Living Modified Organisms (LMOs) should be addressed and rectified. Drawn from an ongoing doctoral research and through the instrumental critique of the 2007 Act, the paper attempts to address the issue of the (in) adequacy of the 2007 Act in protecting bioethical concerns relating to GMOs within the biotechnology industry in Malaysia. Also, the paper suggests that the ambiguity of the provisions in the 2007 Act in protecting bioethical concerns representing wider societal interests and welfare would in some ways, defeat the protectionist principles of the 2007 Act intended to uphold.
Keywords: Bioethics, biotechnology, GMOs, biosafety

PS 1 (T 1-6): The relation between Environmental Commitment and Environmentally Friendly Behaviour

Tan Pei San, and Assoc. Prof. Datuk Dr. Norzaini Azman
Fakulti Pendidikan, Universiti Kebangsaan Malaysia (UKM), 43600 Bangi, Selangor, Malaysia, psan840302@yahoo.com

PS 1 (T 1-7): Ethical Issues in Biotechnology: Study of Four Mainstream Newspapers

Mus Chairil Samani[1], Latifah Amin[2], Zaharah Hassan[2], Roosfa Hashim[2], Nurul Ilyana Rezali[1]
Pusat Pengajian Media dan Komunikasi[1], Pusat Pengajian Umum[2], Universiti Kebangsaan Malaysia, 43600 UKM Bangi, Malaysia, (chairil@ukm.my, nilam@ukm.my, wnp35@yahoo.com, roosfa2005@yahoo.com.my, nana_sizuka@yahoo.com)

Biotechnology has been identified as one of the fundamental technologies that will lead in the transformation of Malaysia as a developed country by 2020. Based on this scenario, the research studied ethical issues in the coverage on biotechnology in four mainstream newspapers. The content analyses focused on four mainstream newspapers; *Utusan Malaysia, Berita Harian, New Straits Times,* and *The Star*. The main objectives of this research are: (1) to determine which Malaysia's newspaper has the highest coverage of biotechnology issues; (2) to discover the primary biotechnology methods used in the coverage of biotechnology issues; (3) to identify the various themes in the coverage of biotechnology issues; (4) to analyse the ethical issues in the coverage of biotechnology issues; (5) to ascertain the major sources used in the coverage of biotechnology issues; and (6) to establish the major writing genre in the coverage of biotechnology issues. The findings from this research showed that the Malay newspapers, *Utusan Malaysia* and *Berita Harian* published more materials and news regarding biotechnology compared to the English newspapers, *New Straits Times* and *The Star.* The coverage of biotechnology issues was focused mostly on modern biotechnology. The prevailing ethical issue covered was regarding cloning of human beings. Minister and chief executive officers of companies are major sources of news regarding biotechnology. This research found that news become the major genre used in the coverage of biotechnology issues. The findings showed that biotechnology did not receive substantial coverage in mainstream newspapers eventhough the government has announced its intention to promote biotechnology as the catalyst for national development.
Keywords: Biotechnology, media, ethics, newspaper, content analysis

PS 1 (T 1-8): Chimera Research from Maqasid al-Syariah Perspective

[1]Siti Nur Shazwanie Ramlee, [2]Latifah Amin, [3]Abdul Latif Samian, [4]Mohamad Sabri Haron, and [5]Mohamad Nasran Mohamad
[1,2,&4]Pusat Pengajian Umum (ctwanieramlee@yahoo.com), [3]Institut Alam dan Tamadun Melayu, [5]Fakulti Pengajian Islam, Universiti Kebangsaan Malaysia, 43650 UKM Bangi, Selangor, Malaysia.

Mixed creatures in Ancient Middle East and Greece mythologies such as mermaid and centaur have been fascinating the human kinds for thousands of years. Nowadays such hybrids are no longer exist in mythic dimension since they are now possible to be created via biotechnology development. Stem cell research and genetic engineering have a great potential to eliminate such fantasy boundary. Currently, scientists all over the world give their full efforts in the stem cell and genetic engineering research in order to accelerate the medical achievement and development in the era of modern biotechnology. Stem cell research has been proven to be the best treatment for many critical diseases that are inconceivable to be cured before, namely Parkinson disease, Leukaemia, Diabetes and many more. On the other hand, through chimera research, animals can be manipulated as a human organ factory for xenotransplantation. Even though the technology poses a lot of potential to human beings especially to those who suffer serious illnesses, but there are some ethical dilemmas that must be critically evaluated before its worldwide implementation. Many ethicists and religious experts claimed such creation would diminish human dignity and the original inherent nature of creation. At the same time, such experiments could violate the law of creator or creation while dealing with the controversial issue of 'playing God'. As a comprehensive system and religion, Islam never fails to preserve the five vital components of maqasid al-syariah in dealing with the newest discovery in medical biotechnology. Here, we will discuss whether the chimaera research fulfils the *maqasid al-syariah* principles and thus can be implemented within Muslim world.
Keywords: Chimera research, *maqasid al-syariah*, stem cell

PS 1 (T 1-9): Islamic Ethical Code in Modern Biotechnology

[1]Siti Fairuz Sujak, [2]Latifah Amin, [3]Abdul Latif Samian, [4]Mohamad Sabri Haron, [5]Mohd Nasran Mohamad, and [6]Mohd Yusof Othman
[1,2,&4]Pusat Pengajian Umum, fairuz.iman@gmail.com, [3]Institut Alam dan Tamadun Melayu, [5]Fakulti Pengajian Islam, [6]Institut Islam Hadhari, Universiti Kebangsaan Malaysia, 43650 UKM Bangi, Selangor, Malaysia.

Biotechnology has been identified as one of the five strategic technologies expected to drive Malaysia in becoming a highly industrialized nation by the year 2020. In 28th April 2005, the forth Prime Minister of Malaysia, Tun Abdullah Ahmad Badawi launched the National Biotechnology Policy which endorsed the use of modern biotechnology to improve the agricultural, food and medical sectors. Despite Malaysia's efforts in developing biotechnology, Malaysia also desires to become an 'Islam Hadhari' country. Thus all projects of modernization including biotechnology must be in line with the principles of Islam. In Islam, ethics is known as Akhlak, which is mostly defined and explained by the Quran and the Sunnah. The ethics of modern biotechnology from the Islamic perspective are classified according to three parts of akhlak, that are ethical issues related to God (Allah), ethics among human beings and ethics related to living entities. Several Islamic scholars have attempted to explain the ethical issues in modern biotechnology using the Quran and the Sunnah. However, an Islamic code in modern biotechnology especially in agriculture has not yet been structured. In this paper, the five pillars of Islam, the six pillars of Iman and Ihsan will be presented as the basis of an Islamic ethical code in modern biotechnology. Further discussion will include the perspectives of the three main stakeholders: The policy makers, the implementers, and the consumers on additional values that need to be incorporated into the Islamic code in biotechnology.
Keywords: Islamic bioethics, modern biotechnology, agricultures

PS 1 (T 1-10): Biosafety Issues Related to the Ethical Aspects of Genetically Modified Organisms

Noor Sharizad Rusly[1], Latifah Amin[1], Zinatul Ashiqin Zainol[2], Jamil Ahmad[3], Nik Marzuki Sidek[4]
[1]Centre for General Studies, [2]Faculty of Law, [3]Faculty of Education, [4]Faculty of Science and Technology, Universiti Kebangsaan Malaysia, 43600 UKM Bangi, Selangor, noorsharizadrusly@yahoo.com

When introducing new technology products, there will always be some controversies along with the benefits. There are proponents of genetically modified organisms (GMOs) who believe in their huge benefits as well as the opponents who claimed that the GMOs pose high risks to human health and environment. In Malaysia, biotechnology has been identified as one of the five core technologies that will accelerate our country's transformation into a highly industrialized nation by 2020. The emergence of GMOs with improved qualities and their subsequent release into the environment have raised concerns among the NGOs and the general public. Therefore it is of high priority that Malaysia establishes biosafety regulations that focus on a scientific-based risk assessment. The aim of this paper is to review the biosafety regulations worldwide and to analyze its adequacy in protecting the consumers from the adverse impacts of GMOs. The scopes include labeling provision, risk assessment procedures, monitoring and enforcement. Labeling of GMOs is very important to gain the consumers' confidence on their safety. In addition, the safety issues related to GMOs such as the adverse effects on human health and the environment as well as the ethical aspects of GMOs needs to be addressed adequately. Monitoring and enforcement will ensure that the developers and importers of GMOs abide by the biosafety regulations.
Keywords: Biosafety issues, ethical aspects, genetically modified organisms (GMO)

PS 1 (T 1-11): Ethical Aspects of Synthetic Biology from Malaysian Stakeholders Point of View: A Study in Klang Valley

Noor Ayuni Ahmad Azlan[1], Latifah Amin[1], Jamil Ahmad[2], Abdul Latif Samian[3], and Mohamad Sabri Haron[1]
[1]Pusat Pengajian Umum, [2] Fakulti Pendidikan, [3] Institut Alam dan Tamadun Melayu, Universiti Kebangsaan Malaysia, 43600 UKM Bangi, Selangor Darul Ehsan, Malaysia, ayuniazlan@yahoo.com

Modern biotechnology has moved forward by introducing the synthetic biology technique. By using the synthetic biology technique, genes can be easily built in the laboratory and to be split out from the origin. This technique seems to be safer and more acceptable compared to genetic engineering. However, public acceptance should be considered before producing any products using this technique. Therefore, a study was carried out to identify the Malaysian stakeholders' point of views towards ethical aspects of synthetic biology. A set of questionnaire was distributed to the stakeholders in the Klang Valley area. A total of 434 respondents (165 males and 269 females) had completed the questionnaire which was distributed from August 2009 to February 2010. Findings of the study showed that the Malaysian stakeholders were moderately familiar with synthetic biology. They perceived synthetic biology as having moderate risks and moderately denying the benefits of synthetic biology to the consumers if it is not done and the ethical aspects were moderately acceptable to them as well as from their religious point of view. ANOVAs showed that all the five ethical dimensions, familiarity, perceived risks, religious and ethical

acceptance and denying benefits significantly differed across stakeholders' groups while the first four dimensions also differed significantly across religion. Familiarity, religious and ethical acceptance further differed significantly across races. However, with respect to education, only the factor religious acceptance differed and no significant difference were found across age and gender.

Keywords: Ethical aspects, synthetic biology, Malaysian stakeholders, point of view

Theme (T) 2: Ethics and Professionalism in Medical, Nursing, and Public Health

Chairs: Prof. Dr. Darryl Macer, and Prof. Dr.NahidDehganNayeri

PS 1 (T 2-1): Religious and Spiritual Beliefs and Practices of Patients and Physicians from a Tertiary Care Hospital in Malaysia

[1]R M Yousuf MD, [1]A R M Fauzi FRCP, [2] S F U Akter PhD , [1]S M S Azarisman MMED, [1]OA Marzuki M Med
[1] Departments of Internal Medicine and [2]Community Health and Family Medicine, Faculty of Medicine, International Islamic university Malaysia.

Background: In recent years there has been growing awareness regarding the role of religion and spirituality (R/S) in the practice of clinical medicine. We aim to assess the beliefs and observations of physicians regarding their role on patient's health and whether they address such issues in their clinical practice. Concomitantly, we aim to assess the beliefs of our patients and whether they like to address such issues. **Methods:** Questionnaire based cross sectional survey among hospitalized patients and their treating physicians. **Results:** Nearly all patients and physicians reported a high prevalence of religiosity. Patients also acknowledged that their R/S was respected by the staff, and that physicians inquired R/S about half of the time. Patients reported R/S as beneficial as it enabled them to cope better with their illness and gave them a positive state of mind.

Conclusion: Religion was important to many patients and physicians, but half of physicians ignored it in their clinical practice, a discrepancy between beliefs and behaviour. Physicians need to be attentive to patients R/S and address them in specific clinical situations.

Keywords: Religion; spirituality; medicine; health; beliefs

PS 1 (T 2-2): Inculcating Professionalism among Medical Students: Experience of the International University Malaysia

Ariff bin Osman (IIUM)

Training medical professionals requires thorough planning through well-thought medical curriculum that takes into account the changes surrounding the profession itself and the expectation of the community with regard to the graduate that it intent to produce. The Kulliyah (faculty) of Medicine, International Islamic University Malaysia, (IIUM) pioneered what it called, Islamic Input Medical Program (IIMP) since its inception in 1995, in its effort to produce a different 'breed' of doctors who not only excel in their professional duty but also portray conduct, (*akhlaq*) expected of a good Muslim.

A good Muslim doctor is expected to portray a highest degree of medical professionalism and demonstrate proper etiquette while dealing with his/her patients. However, inculcating professionalism and proper etiquette among medical undergraduates is not an easy matter. Learning this value could be done through a workshop activity whereby students demonstrate their understanding on these aspects of care through discussion of case studies given to them prior to the scheduled activity. Although it is difficult to measure and assess the degree of understanding and practice of professionalism among students, a portfolio seems to be a promising learning and teaching tool to assess the student's achievement as specified in the learning outcome. This article describes our experience in trying to develop such attitude among our medical students.

Keywords: Medical curriculum, professionalism, Islam, Islamic input

PS 1 (T 2-3):
An Assessment of the Effectiveness of the Quality Nursing Care Delivered in Selected Hospitals in Metro Manila

[1]Dr.Jumar T. Ubalde, and [2]Dr. Judith Banson Evangelista,
[1]Dean, College of Nursing, National University, 551 M. F. Jhocson St. Sampaloc Manila, Philippines (jumar_ubalde@yahoo.co.uk, jtubalde@national-u.edu.ph), [2]Nurse Supervisor, Veterans Memorial Medical Center, Head, Standards and Research Section, # 40 Scout Fuentebella St., Laging Handa Quezon City.

The nursing profession is still dominated by females who are in their early adult years. Most of the hospital patients were women who were in their middle and adult years. The nurses had significant differences in their perceptions of the quality of nursing care in their respective hospitals because of the way they were managed. Two hospitals were government owned and the other two were privately owned. Besides, one government hospital catered to a special clientele made of veterans from the military and their dependents. The patients had significant differences in their perceptions of the quality of nursing care in their respective hospitals in most of the variables because of the various ways by which it was delivered by the hospitals. Differences were brought about the way services were rendered and the personal care shown by the nurses. In

consideration of the findings and conclusions of the study, the following recommendations were submitted: Hospitals should develop policies and programs that motivate nurses to stay permanently in their jobs and not look for greener pastures abroad to the detriment of health care in the country. This can be in the form of higher compensation, working hours, and fringe benefits. Nurses should always try to do their best to attend to the needs of patients and their families. Hospitals should make improvements in meeting the needs of patients particularly in terms of comfort and safety as well as adequacy of proper nutrition. A program to raise the quality of nursing care should be sustained.
Keywords: Effectiveness of quality nursing care

PS 1 (T 2-4): Fetus Child's Inheritance Right According to the Islamic Law and the Universal Declaration and Convention of Child's Right

[1]Dr. Seiyed Askari Hosseini Moghaddam, and [2]Abbas Arab Khazaeili
[1]Islamic Azad University, Sari Branch, drhosainy@yahoo.com, and [2]Islamic Azad University, Sari Branch.

There are varieties of rights in Islamic law and in the Universal Declaration and Convention of Child's Right. These rights can be divided into two parts – pre-birth and post birth. Islam has determined numerous rights for a child during his fetus period (pre-birth). One of the fetus rights is 'inheritance'. A study was carried out on the jurisprudence and legal principles of fetus child based on Islamic law and the Universal Declaration and Convention of Child's Right. The content of both sources were analyzed.

PS 1 (T 2-5): Malaysian's Perspective of Truth Telling among Cancer Patients in Selayang Hospital.

M.N.A. Baharuddin, F.A. Mohamed Anuar, N.A.F. Yahya, M.A. Rosli, S.H. Ahmad, N. Mat Nasir, and A.N. Mohd Yusof
Faculty of Medicine, Universiti Teknologi MARA (UiTM), Selayang Campus Malaysia (dr_aimi@yahoo.com).

Disclosure of cancer diagnosis can be emotionally traumatic to both the patient and their family members. In addition, the issue of how and how much information to provide during the disclosure is still approached differently depending on country and culture. This is because patients from diverse ethnic backgrounds vary in their preferences on how to receive their diagnosis. Apart from that, the physicians' action of disclosing bad news is also influenced by the patients' family members. An ideal practice of truth telling should include discussing about the treatment options, prognosis and all other aspects of cancer although the extent of information disclosure is also affected by several reasons. Thus, the aim of this study is to determine the Malaysian cancer patients' perspective on the family involvement in truth telling as well as the concept of autonomy. This study also intends to explore the family's role and to study the extent of information needed by the cancer patients. A total of 30 inpatients and outpatients diagnosed with cancer under the General Surgical Department of Selayang Hospital participated in this research via questionnaires. The findings from our research suggest that cancer patients in Malaysia regardless of their sex, age, ethnicity, education level and economic status are open towards a full disclosure regarding their illness and favour the principle of autonomy. Our study also discovered a very strong function of family in decision making among these cancer patients. Hence, all physicians in Malaysia must respect their patients' autonomy as well as to initiate patients' families to be involved in disclosure and in decision making.

PS 1 (T 2-6): Cyber-Medicine and E-Health: Some Ethical Issues in Developing Countries

[1]Dr. Inayat Ullah Memon, [2]Dr. Imdad Ali Ismaili, and [3]Dr. Asad A. Shaikh
[1]Chief Pathologist, People's Medical College Hospital, Nawabshah, Pakistan, [2]Director Institute of Information Technology, University of Sindh, Jamshoro, Pakistan, and [3]Professor, Institute of Information Technology, University of Sindh Jamshoro, Pakistan, Email: memon.inayat@gmail.com

Health-care service has benefitted from tremendous development of communication technology resulting into quick interaction among healthcare providers and patients but it has its downside as well such as emerging ethical issues. Unquestionably cyber-medicine and eHealth has become a new tool of knowledge-sharing with enhanced availability and quality of health-care services but is not free of inherent potential disadvantages, such as fraudulent practices, issue of jurisdiction and patients' confidentiality. Mostly, eHealth delivers health-care services to remote areas carrying potential of unregulated growth, shifting of technical personnel from expert-poor to privileged areas and widening inequities. To resolve these issues without minimizing the benefits offered by this discipline; guidelines either have been formulated or in such a process in Western/developed countries but are still in infancy in developing countries. To indigenize those guidelines and taking into account the fact that healer (usually Western) and to-be-healed (in significant number of cases developing region) belong to different social cultural and geographic strata, there is a need to formulate principles (governing guidelines) consonant to the values of less developed regions of the globe, so as to harmoniously expand this discipline and save it from potential failure.

PS 1 (T 2-7): Relationship of Individual Characteristics with Patient Views of Privacy Observance by Health Care Emergency Team

[1]Nahid Dehghan Nayeri, and [2]Mohammad Aghajani
[1]Associate professor of Nursing and Midwifery School of Tehran University of Medical Sciences (Address: Nursing and Midwifery School. Nosrat St. Tohid Sq. Tehran. Iran, Email: Nahid.nayeri@gmail.com), and [2]Lecturer in Kashan University of Medical Sciences (Address: Nursing School of Kashan University of Medical Sciences, Kashan, Iran, Email:aghajani1362@yahoo.com).

Introduction. In addition to treatment and patient care, privacy is one of the most major concepts in ethical health care. Privacy is to sense the identity, value and personal dignity, independence and having a private space. Respect privacy in emergency is particularly important due to its specific conditions and environment. Personal characteristics are effective in the estimate of respecting privacy. **Objective.** This study has paid to assessing relationship of Personal characteristics with the patients' view of privacy observance. **Method.** This study done in Imam Hospital emergency departments affiliated to Tehran University of Medical Sciences in Iran. Samples were patients hospitalized at least 24 hours. Data collection questionnaire includes two parts: personal characteristics and privacy items. Dimensions of Privacy including physical, confidentiality and psychosocial privacy were assessed. **Results.** The results showed that only about one-fifth of patients estimated to respect their privacy at a good level. Also it revealed that among the personal characteristics, there is a significant correlation between, age, sex, marital status, duration of hospitalization, room type, and cause of admission and religion with sense of respect privacy. **Conclusion.** Considering this fact that only a small number of patients estimated observance of privacy levels at good level, and its correlation with some of personal characteristics, precise planning for training and implementation of privacy respecting is mandatory.
Keywords: Privacy, emergency, personal characteristics, Iran

PS 1 (T 2-8): Patient Advocacy Role and Its Determinants among Tehran University Hospitals' Nurses

Reza Negarandeh, Nahid Dehghan Nayeri, and Abas Hooshamnd Bahabadi
Nursing, Tehran University of Medical Sciences, Nosrat St., Tohid Sq., Faculty of Nursing and Midwifery, Tehran, Postal Code: 1419733171, Iran, rnegarandeh@tums.ac.ir.

Aim: To recognize the extent of patient advocacy role among nurses who work in TUMS affiliated hospital. **Method**: cross-sectional descriptive study was used and Systematic random sampling was utilized for selecting samples from study population (all nurses who work in TUMS affiliated hospitals) and as a result 328 eligible nurses were recruited for the study. Participants received information about the aims of the study and then informed consent was taken. Data was gathered through patient advocacy questionnaire. Data was analyzed by descriptive and inferential statistics in SPSS software. **Findings**: The finding indicates that 41.8% nurses who participated in this study were 31-40 years old, 87.8% female, 57.4% married, and 94.5% of them have baccalaureate degree. Only 33.7% nurses attended are continuing their education programs concerning patient advocacy. The majority of nurses (83.5%) declared her/his obligation to patient advocacy is of high level, while just 42.5% of them believed that their ability of patient advocacy was high. As well 50.3% nurses face problems during patient advocacy activities. Among the problems were conflicts with colleagues, conflict with superiors, problems taking oral admonition, taking written admonition, change of work shift or ward respectively. According to the finding, 32.4 % nurses accomplished patient advocacy well and 67.0 % succeeded moderately. The mean of patient advocacy practices scores show significant relationship between gender, position, recognize patient and relation with patient commitment to patient advocacy and the ability of patient advocacy (p<0.001), working in another hospital (p=0.048), and experiencing conflict with superior (p=0.047). **Conclusion:** This findings show that nurses in TUMS affiliated hospitals carried out this role in an acceptable level and they adopt it as their professional role. Congruently with literature reviews, the finding shows that factors like formal power (position), good patient's recognition, having good relationship with patients facilitate patient advocacy. On the other hand, working in another hospital and confronting with problems during patient advocate act as barriers.
Keywords: Patient advocacy, hospital nurses, Iran

PS 1 (T 2-9): Attitudes towards Euthanasia among Physicians and Patients: A Cross Sectional Survey from Malaysia

Mohamamad Y. Rathor[1], Mohammad F.A. Rani[1], Azarisman SM Shah[1], Ahmad M Omar[1], and Ariff Osman[2]
[1]Department of International Medicine, Faculty of Medicine, International Islamic University, Malaysia, [2]Department of Anaesthesia, Faculty of Medicine, International Islamic University, Malaysia.

Introduction: The term euthanasia or Mercy killing is in essence the termination of life of a terminally ill patient at his request or in his interest. Due to increase in ageing population with extremely limited physical and mental capacities, the issue is being discussed in a number of jurisdictions in favour of its legalization. However there is intense public debate and controversy among its proponents and

opponents. The controversy regarding its practice is essentially a controversy about ethics and morality. Virtually all of the research in this field has been with Western, largely Christian, populations. There is a pressing need for more cross-cultural, international collaborative studies on the subject. **Aim of the study:** The present ongoing study has some promise since it samples a population of patients and physicians who are multi-racial and multi-faith. We want to ascertain the prevalent beliefs and views among patients and physicians in Malaysia. Concomitantly we want to ascertain the frequency of requests for assistance in active euthanasia. **Methods:** Trained research assistant administered questionnaire to a convenience sample of consenting patients and physicians. The influence of a number of independent variables such as cultural and religious beliefs, age and gender will also be investigated, as it is believed that they have a great influence on most individuals' attitudes towards euthanasia. A cross-cultural perspective and attitude towards euthanasia could enrich our understanding and thus provide insights for societal stability. The interim results of our **findings**: The majority of patients were male (62.9%), Malay Muslims (75.4%) and had primary (32.5%) or secondary (48.6%) education. Nearly all patients and doctors believed in the existence of God and life after death. Only a quarter of physicians agreed with euthanasia, while among patients only 6.4% agreed with euthanasia and 92% had a hope of cure. The full paper along with final results will be published once the study is complete.

Keywords: Euthanasia, mercy killing, attitudes, morality, race, religious beliefs

PS 1 (T 2-10): The Responsibility of Medical Research Ethics Committee in Clinical Research in Malaysia.

Yuhanif Yusof, Zaki Morad Mohamed Zaher, & Anisah Che Ngah

Theme (T) 3: Ethics and Professionalism at the Workplace

Chairs: Prof. Dr. Abu Daud Silong, and Assoc. Prof. Dr. Faridah Ibrahim

PS 1 (T 3-1): Ethics and Professionalism in Teaching.

Prof. V. Balambal M.A.B.T. Ph.D. FRAS (London)
Professor (Retd) of History, University Of Madras, Chennai, India, drbala50@hotmail.com drbala50@gmail.com

The purpose of the study is to understand and analyse the importance of teaching as the noblest profession with ethical values and what characteristics are needed to be a professional teacher. Interviews with teachers help to get details for the study.

A professional teacher should have the necessary basic qualification. Although competence is essential to a teacher, it is only useful if the educator is able to perform. A professional is able to dwell on how to relate subject +6 herself is a reflection on one's classroom, school, community, and educational system. The teacher should be sensitive to the demographics of the class as well as socio-economic differences. Teachers have greater ethical concerns than many other professionals.

While teachers are not expected to treat all situations like they would in a classroom, they should be aware that their actions are noticed by the community and it would reflect on their profession. As part of a professional image, teachers should be good role models to students. Teachers should be good at administration. The professionals should have the ability to teach, organize and motivate. They can transform vision into reality

An educator who has a high standard of performance is reliable and dedicated. The manner in which an educator carries himself or herself is a reflection of one's ability to initiate and maintain quality communication with all the parties involved in education: Students, fellow teachers, school board, administration, and parents.

Teachers need to be flexible in their outlook and approach. Professionalism grows within a teacher in slow degrees. Appropriate teacher training capsules need to be developed to meet the needs of teachers aiming to achieve quality in education which is its mainstay. Teachers are the shapers of future citizens and rulers of a nation. Professionalism in teaching is possible if ethics related to teaching is followed.

Keywords: Teaching, professionalism, ethics, model teacher, uses & values.

PS 1 (T 3-2): Applying the Concept of Trust in Managing Breach of Ethics and Integrity in Malaysia: Constructive Trust as the Best Possible Remedy.

Dr. Zuraidah Ali
Private Law Department, International Islamic University Malaysia, Address (9-pt), Malaysia, zuraidah@iium.edu.my

Ethics and integrity have always been associated with individual personality and honesty and these wide concepts are applicable in all kinds of situation. Trust, on the other hand, is also closely related to integrity. In order for trust to be established, a trustee needs to be appointed, and the highest form of integrity is expected from a trustee whereby the property that he is holding, as a legal owner, is not his but it belongs to a beneficiary or beneficiaries. Similarly, in cases involving charitable trust, trustees need to be aware that trust funds in most cases donated by the public are well managed. In principle, if it is used for other purposes set by such trust; this will eventually lead to breach of trust. Conversely in a case where it does not involve any direct creation of

trust and appointment of trustee, the element of fraud and malpractice in managing any affairs may give rise to breach of trust by which court may interfere by invoking the concept of constructive trust as a legal remedy. The attitude of the courts in Malaysia in recognizing rights   arising directly or sometimes indirectly from trust has been very clear, but the issue as to whether remedies for breach of trust is the best method in dealing with breach of ethics and integrity needs to be examined. This paper looks at possible legal remedies available in dealing with breach of ethics and integrity especially at workplace and also at other possible circumstances involving social relationships. It also examines the current situation dealing with charitable organization in coming to the conclusion as to whether there is a need for a proper monitoring mechanism in ensuring that public fund is properly utilized. The methodology used are statutory and case law analysis.

PS 1 (T 3-3): Whistleblowing: Legal and Moral Quandaries in Public Procurement Process

Assoc. Prof. Dr. Rusniah Ahmad (rusniah@uum.edu.my), and Dr. Samihah Khalil, (samihah@uum.edu.my), College Of Law, Government and International Studies, Universiti Utara Malaysia.

Whistle blowing occurs in any organization and that includes in the public sector. This work will discuss whistle blowing woes in public procurement processes which inevitably must be addressed by employers or those in authority. Within an organisation whistle blowing is an act of alerting on the scandal, malpractice or corruption where wrongdoings maybe of illegal or unethical activities. They could call about or give tip-offs on thefts, frauds, bullying, harassment, discrimination, environmental hazards, breaches of policy and other unethical acts or misconducts. Being basically a form of disclosure, a person will become a whistleblower when he/she initially raises serious concerns about the incident of wrongdoing and the risks of the wrongful activities or wrongdoings within an organisation. Respectively, this work will address three issues in whistle blowing - morality, legality and ethics. These are the fundamental issues which must not be ignored and that the laws and regulations must be clarified in order to ensure that procurement exercises are conducted in the utmost respect and fairness. Whistle blowing could be used as a tool to achieve this ideal and that consideration for such possibilities must not be dismissed in total disregard of its potentialities and use. The need to protect those who blow the whistle will also be discussed.

PS 1 (T 3-4): Professional Development of Academic Staff at Public Universities in Kuala Terengganu.

Che Wan Khalidawaty[1], Juliana Mohd Nor[2], Masliza Mat Zali[3], Khatijah Omar[4]
Mohd Isa Awang[5],
[1]Faculty of Business Management, [2,3]Academy of Language Studies, Kuala Terengganu Campus Universiti Teknologi MARA (UiTM) Kuala Terengganu 21080, Malaysia, [4]Faculty of Management and Economics, Universiti Malaysia Terengganu (UMT) 21030 Kuala Terengganu, [5] Faculty of Informics, Universiti Sultan Zainal Abidin (UniSZA), Gong Badak Campus, 21300 Kuala Terengganu, Email: [1]chewa485@tganu.uitm.edu.my, [2]julia073@tganu.uitm.edu.my, [3]masli154@tganu.uitm.edu.my, [4]khatijah@umt.edu.my, [5]isa@udm.edu.my

Professional development of academic staff would be difficult to determine without knowing what the academic staff perceived as important and necessary for their growth professionally. Thus, this study aims to investigate university lecturers' perception of their professional development especially with regard to what they perceived to be the factors that influence professional development and the effectiveness of their current professional development activities they had attended as university academics. A quantitative method was chosen and 152 lecturers from 3 universities in Kuala Terengganu were randomly selected to answer questionnaires, supported by semi structured interviews with selected respondents. The study found that the lecturers'perceived several factors to be very important and several types of professional development activities to be very effective than most. This study concluded with insight on potential further in-depth research.
Key words: Professional development, academic staff, Malaysian universities

PS 1 (T 3-5): The Association of Moral Thought with Adolescents' Authoritarianism and Self Efficacy

Ali Teymoori (ali_ty65@yahoo.com), and Wan Shahrazad Wan Sulaiman (shara@ukm.my)
School of Psychology and Human Development, Faculty of Social Science and Humanities, Universiti Kebangsaan Malaysia (UKM), Bangi, Malaysia, Malaysia.

The present paper investigated the association of adolescents' moral thought with their self efficacy and authoritarianism. In fact, it was hypothesized that adolescents attributed the source of moral judgment in relation with authoritarianism and the belief in their abilities. A sample of 159 adolescents was taken from university and high school students and they were required to fill out three questionnaires including Moral Authority Scale, General Self Efficacy, Authoritarianism, and several demographic

information. Results revealed a significant positive relationship between self efficacy and principle source of moral judgment but not with external and self interest sources of moral judgment. On the other hand, authoritarianism was only related with the external source of moral judgment. Results were significant in the expected directions and it pointed out that those who were authoritarians did not rely on principle morality which consisted of equality source and society welfare issues but they relied on external sources when they were judging a moral issue. This was due to the fact that following authority expectations was one of authoritarians' characteristics. Moreover, the stronger the perceived self efficacy, the more attribution was given to the principle source of moral judgment. The lack of relation between self efficacy and external source of moral authority implied that individuals with high self efficacy relied on their own ability to judge and analyze social issues rather than external sources.
Keywords: Moral authority, self efficacy, authoritarianism

PS 1 (T 3-6): Workplace Deviant Behavior and Organizational Justice: The Role of Personality Trait

Hadi Farhadi (e-mail: farhadihadi@yahoo.com), and Fatimah Omar (e-mail: faas@ukm.my)
School of Psychology and Human Development, Faculty of Social Science and Humanities, National University of Malaysia (UKM).

This study first, aims to investigate the relationship between workplace deviant behavior (a kind of unethical behavior) and another work related factor; organizational justice. Second, it examines the moderating role of personality trait (conscientiousness) on relationship between organizational justice and workplace deviant behavior. Data were collected from 162 subjects who were working as civil servants in Malaysia using a set of questionnaires that measure the variables studied. The results showed that there were negative significant relationship between both organizational justice and conscientiousness with workplace deviant behaviour. Results also showed that conscientiousness did not moderate the relationship between organizational justice and workplace deviant behaviour. Implications for future research are discussed.
Keywords: Workplace deviant behavior, unethical behavior, organizational justice, personality trait, conscientiousness.

PS 1 (T 3-7): Ethics and Professionalism of Lawyers at the Workplace: Have the Lawyers Caught on?

Norman Zakiyy Chow Jen-T'chiang
Faculty of Shariah and Law, Universiti Sains Islam Malaysia, Bandar Baru Nilai, 71800 Nilai, Negeri Sembilan, Malaysia (zakiyy@usim.edu.my).

It is well-accepted by the society at large that the legal profession is a noble profession. To the man in the street, the lawyer is seen as a professional, bearing social responsibility in protecting his or her client's interests especially in conveyance transactions, civil and commercial disputes. The relationship between a lawyer and his client is built upon the fortress of trust and confidence. In Malaysia, it is not unusual for 'chambering' students and 'young lawyers' to develop the interest to emulate certain conventions in handling litigation and solicitors work that are practiced by most senior lawyers in the country. Unfortunately, it is also not unusual for them to practice certain 'unethical practices' observed by some lawyers such as misuse of information technology for the purpose of soliciting work, observing bad mannerism in the courts, touting and sharing of profits with 'unqualified persons'. It is noteworthy to state that these 'unethical practices' are in violation of conservative rules of professional conduct governing members of the legal profession. No doubt, 'unethical practices' threaten to undermine the credibility of lawyers in the eyes of the members of the society. Disciplinary action and court sentence upon finding of guilt taken against a lawyer who was proven to have resorted to unethical practices may have a devastating effect to the lawyer's career. In the light of the above circumstances, this article is dedicated in discussing firstly; some main conventions practiced by a 'highly ethical' lawyer at the workplace; secondly, the common types of 'unethical practices'; thirdly; the practicality of the current laws in weeding out 'unethical practices' amongst lawyers in Malaysia and finally, the writer will conclude with suggestions to improve the current state of ethics and professionalism of lawyers at the workplace.
Keywords: Conventions, 'unethical practices', laws, suggestions

PS 1 (T 3-8): The Application of Values, Ethics and Integrity in Malaysian Public Service during the Leadership of Tun Dr Mahathir Mohamad and Tun Abdullah Ahmad Badawi

[1]Wan Ahmad Tirmizi Bin Wan Sulaiman, [2]Norazira binti Ayob, and [3]Siti Norliana Binti Johari
[1]Fakulti Sains Pentadbiran dan Pengajian Polisi, Universiti Teknologi MARA Kampus Bandaraya Melaka, wtarmizi@bdrmelaka.uitm.edu.my, wtirmizi81@yahoo.com, [2]Fakulti Sains Pentadbiran dan Pengajian Polisi, Universiti Teknologi MARA Kampus Bandaraya Melaka), [3]Postgraduate Candidate, Fakulti Pendidikan, Universiti Malaya, sitinorliana@perdana.um.edu.my)

This paper will discuss about the government policies of the application of values, ethics and integrity in Malaysian Public Service. This study will focus more on the programs that have been implemented during the premiership of Tun Dr Mahathir Mohamad and Tun Abdullah Ahmad Badawi. Furthermore, this paper has identified and analyzed the policies introduced by both Malaysian Prime Ministers from 1981 until 2009. Moreover, this paper also has identified the steps taken by our government to enhance the integrity and accountability of the public service in Malaysia. But unfortunately, there are some challenges such as corruption cases, malpractices and unethical conducts that must be overcome by our government in order to improve the quality of the public services in Malaysia.
Keywords: Ethics, integrity, public service

PS 1 (T 3-9): Self-worth as an Intervening Variable between Training Assignment and Training Motivation Methods.

Azman Ismail, Ahmad Azzan Ridzuan, Ariffin Ismail, and Suriani Mat Ali

PS 1 (T 3-10): Za'ba's Thoughts on the Ethics of Self Development.

Abdul Rahman Abdul Aziz

PS 1 (T 3-11): Ethical Issues in the Biosafety Act 2007: An Analysis on Specific Issues

[1]Idzuafi Hadi Kamilan, [1]Zinatul Ashiqin Zainol, and [2]Latifah Amin
[1]Fakulti Undang-undang, Universiti Kebangsaan Malaysia (idzuafi@yahoo.com, shiqin@ukm.my), and [2]Pusat Pengjian Umum, Universiti Kebangsaan Malaysia (mailto:nilam@ukm.my).

Law , ethics and moral is a necessary foundation for jurisprudence or philosophy in enacting a good law. The influence of moral and ethics and its implications in law were confirmed by several philosophers. In conjuction with the faster growth in the biotechnology, there is a need to regulate it by introducing a new law. Malaysia, had taken its first step by signing Cartagena's Protocol and then drafting of Malaysian Biosafety Act, 2007. This research will focus on the ethical aspects in the provisions of Biosafety Act 2007 that aimed for the safety and health of plant, animal, human and the environment from the severe threat of application of biotechnology and further to confirm the application of precautionary approach in Malaysia. In addition, this paper is seek to lay down several suggestions for the development of Biosafety Act 2007 by distinguishing the implementation of the same kind of law in Malaysia and another states on the above issues.

Theme (T) 4: Ethics and Professionalism in Governance, Business and Social Responsibility

Chairs: Prof. Dr. Abd Rahim Md Nor, and Assoc. Prof. Dr. Mohamad Sabri Haron

PS 1 (T 4-1): Journalists and Professionalism: Ethical Implications on Reporting War and Peace

Assoc. Prof. Dr. Faridah Ibrahim
School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia, 43600 Bangi, Selangor, Malaysia, Email: fbi@ukm.my

The study of journalism covers in broad perspectives the principles of reporting in various situations – be it normal time based on events and press conferences or during news breaking in times of crisis, conflicts or disasters. In this instance, journalists are expected to perform their duty without fear or favour but with responsibility and ethical considerations. In other words, the journalists need to be professional in their job. Nevertheless, one dimension that involves great discretion, diligence and thoughtful analysis on the part of journalists is during the reporting of conflicts, for instance war, whether war news in one's country or other people's war. Studies have shown that government, diplomats, military and humanitarian aid agencies are increasingly affected by the news media through the issues, people and countries the media choose to highlight in war stories. Indeed, the media is seen to have great potential to create enormous influence over decisions and public opinion as well as national and international agenda. Using qualitative and quantitative research methodologies, the paper seek to find out to what extent are the media in Malay is professional in their reporting of war stories especially when they themselves come from a country which does not experience war? At this juncture, it is also interesting to find out whether local journalists downplay war stories with the hope to propagate world peace. In short this paper tries to investigate to what extent local journalists and gatekeepers exercise journalistic professionalism and ethics in their role as players in the drama of other people's war.

Keywords: War reporting, professionalism, ethical consideration, peace journalism, responsibility

PS 1 (T 4-2): Professional Ethics and Integrity

Mohd Nizam Mohd Ali
Director of Private Sector, Malaysian Institute of Integrity, nizam@iim.com.my

PS 1 (T 4-3): Quality of the Communication as Flag to an Organized and Healthy Profession.

Hamideh Azimi Lolaty, Taherah Ashktorab, & Masoumeh Bagheri Nesami
Nursing Midwifery Faculty, Shahid Beheshti Medical Sciences University, Cross between Niayesh & Valiasr, Iran, hamidehazimi@yahoo.com

In the work environment professional communication includes written, verbal and nonverbal communication. Nursing is a profession that establishes various communications in the work environment. The purpose of this study is description and understanding of educational hospitals nurses about phenomena of communication. This study utilised a qualitative research method in a manner of phenomenology. The study was conducted in Iran. Thirteen interviews were carried out with 11 female and 2 men. The nurses described their experiences about professional communication. The interviews were recorded and transcribed. The data was analyzed by the Colizzii analysis method. Seven themes emerged from the data that showed nurses understanding and description of the communication with patients, peers, nursing supervisors and physicians. These themes show experienced patterns of communication that include: 1- being specific, 2- altruism (ethics, emotional and spiritual dimensions), 3- psychosocial support, 4- updating knowledge and skills for management of daily interactions, 5- complement of patient-physician communication deficiency, 6- reaction to actions of different factors (personal, social, economical factors and interpersonal relationship related factors) and 7- identity and socialization bases of communication. The findings clearly revealed that nurses and other health providers need to pay specific attention for easy access, and have a certain level of communication skills to provide high quality of health and safety treatment for their clients. These findings can help to develop a healthy and happy work environment.
Keywords: professional communication**,** health professions, phenomenology.

PS 1 (T 4-4): Ethics of Entrepreneurship from Islamic Perspectives

Assoc. Prof. Dr. Mohamad Sabri Haron
Centre for General Studies, Universiti Kebangsaan Malaysia

An entrepreneur could be defined as one who manages a business along with the risks that entails. As businesses are not free from risks, issues regarding ethics should be emphasised. The attempt of this paper is to clarify some of the ethical issues involved in business transactions from Islamic perspectives. The discussion about ethics in this context is related to relationship with the Creator, relationship among humans, and assets or goods entrusted to entrepreneurs. Additionally, this paper highlights the role of companions of Prophet Muhammad (p.b.u.h.), for instance 'Abdul Rahman bin 'Auf as one of the role models considered in Islam to have expressed the concept of entrepreneurship successfully in the world and the hereafter.

PS 1 (T 4-5): Ethical Issues in e-Learning: From the Perspectives of Malaysian University Students

Maznah Ibrahim (maznah@ukm.my)
Centre for General Studies, Universiti Kebangsaan Malaysia.

The emergence of the information age has changed the world of learning. The Internet and the tremendous growth in communication technologies have affected many in the education circles. Web technologies have changed how students communicate, how they learn and how they educate themselves. E-learning is one of the educational concepts that deal with online delivery of information, communication, education and also training. However, although e-learning has provided the learner with all the freedom to access and manage information, it has also created new ethical issues. Through e-learning, traditional learning problems may have also been extended into the cyberspace such as cheating, plagiarism, violation of privacy, spying etc. This paper explores the ethical issues experienced by students during e-learning interactions while they are completing an email project. The ethical issues involved are highlighted and discussed from the perspectives of these young Malaysian students. It is interesting to note and discover how the various perspectives held by young users of the new technologies may differ from the mass adult users.
Keywords*: ethical issues in e-learning, cyberspace, and university students

PS 1 (T 4-6): Al-Maududi and His Thoughts on Prohibition of Usury in Economy.

Mohd Faizal P. Rameli[*], Suhaida Mohd Amin[**]
Universiti Teknologi MARA, Melaka, Malaysia, Email: *faizal061@melaka.uitm.edu.my,
**suhaida294@bdrmelaka.uitm.edu.my

Abu A'la al-Maududi is the most established Muslim scholar in 20th centuries. He shares his great opinions in Islamic political theories and concepts. He gives an opinion about the Islamic principles in politics, economy and social welfare. His statements regarding Muslim countries are focused on the Islamic basic rules, the sources and the Islamic

constitutions. He described economics theories according to the capitalists and communists and gives the solutions from the Islamic perspective. He also suggests how to eliminate the Riba in economics and other activities. This paper generally discusses his background and his thoughts on the prohibition of Riba in economics.

Keywords: Al-Maududi, Islamic economy, Riba

PS 1 (T 4-7): Joint Development: Diplomacy Approach in Dispute Resolution between Malaysia and Indonesia in Celebes Sea.

[1]Muhamad Sayuti Hassan @ Yahya and [2]Wan Siti Adibah Wan Dahalan, Universiti Kebangsaan Malaysia
[1]sayutihassan@gmail.com, and [2]wsa@ukm.my,

The conflict on the overlapping claims between Malaysia and Indonesia on the luxury Block ND6 and ND7, located in the Celebes Sea, still persist to date. Thus the purpose of this study is to identify and analyse the relevant issues and to propose the best solution to the crisis ND6 and ND7 between Malaysia and Indonesia. The conflict was investigated through qualitative approach, while taking into account other factors such as geo-politics and international relations. Aspects on international relation are unavoidable as it is a mix of legal theory and international politics. In achieving these objectives, the study emphasizes on the issues and the dispute resolutions under international law. This study indicates that Malaysia and Indonesia has its own justification in claiming sovereign rights in the ND6 and ND7 (continental shelf). The law on dispute resolution is clearly by the existence of a variety of mediums to resolve this dispute. However, the law cannot force the parties to resolve the dispute promptly due the frontiers of law, political barriers between the two parties, the constraints of technical issues in the Sulawesi Sea and the failure to tolerate between both governments. This study inclines to the proposed joint development because it is more diplomatic and it is a win-win result.

Keywords: Dispute resolution, continental shelf, joint development, international law and diplomacy.

Theme (T) 5: Ethics and Professionalism in Education

Chair: *Prof. Dr. I.V. Trivedi*

PS 1 (T 5-1): Informal Learning in Engineering Technology Teachers

[1]Jamil Abd Baser, and [2]Yahya Buntat
[1]jamil@uthm.edu.my, Faculty of Technical Education, Universiti Tun Hussein Onn, Malaysia), and [2]p-yayha@utm.my, Faculty of Education, Universiti Teknologi Malaysia.

The purpose of this research is to gain information of Engineering Technology teacher's readiness in informal learning and focus in organizational structure. Organization development (OD) is a planned, organization-wide effort to increase an organization's effectiveness and viability. Warren Bennis has referred to OD as a response to change, a complex educational strategy intended to change the beliefs, attitudes, values, and structure of an organization so that they can better adapt the new technologies, marketing and challenges, and the dizzying rate of change itself. OD is neither "anything done to better an organization" nor it is "the training function of the organization"; it is a particular kind of change process designed to bring about a particular kind of end result. OD can involve interventions in the organization's "processes," using 'behavioural science' knowledge as well as organizational reflection, system improvement, planning, and self-analysis. Informal learning can be defined as a particular way of learning which arises from the activities and interests of individuals and groups. After having identified and selected interests expressed by learners, informal learning activities such as discussion, talks or presentation, information, advice and guidance are carried out in a flexible and informal way, in informal community locations. The objectives of this research is to develop the informal learning model based on the issue occurs and help the teachers to understand the state of readiness in teaching the Engineering Technology subjects based on knowledge and skills management. This research contains method of informal learning, the perceived factors that influence engagement in informal learning in the workplace, personal characteristic of the teachers and the organization's learning culture. The research took samples of the Engineering Technology teachers from academic schools in Malaysia. The instrument used in this research is a questionnaire and the data were obtained via analyses using a programme called Statistical Packages for Social Science (SPSS 16 for Windows). The data were analysed to obtain the min score and percentage. At is expected that the aforesaid research would contribute positively to the national education system as well as enhancing the quality and credibility of teaching profession.

Keywords: Engineering technology teacher, informal learning, workplace, personal characteristic, skills management

PS 1 (T 5-2): Educating the Ethics of Loving among Adolescents: An Islamic Perspective.

[1]Syaidatun Nazirah Abu Zahrin, [2]Assoc. Prof. Dr. Rozmi Ismail, and Assoc. [1]Prof. Dr. Fazilah Idris
[1]Lecturer of Centre of General Studies, Universiti Kebangsaan Malaysia (syaidatun@ukm.my), [2]Lecturer of Psychology, FSSK, Universiti Kebangsaan Malaysia.

The adolescent is a crucial stage in one's life in which love has been one of the most acquired and searched element. The adolescents are very curious

about who is to be loved, how to love, when they should venture into love, and many other questions evolving in the nature of love. Since love has been an important element in the adolescent's life, this preliminary study is looking into the Islamic perspective on how one should be ethically involved in a loving relationship. An overview on the educational and psychological perspectives as well as discussions on the Quranic verses and the traditions of the Prophet Muhammad (p.b.u.h) will be highlighted.

PS 1 (T 5-3): Trends in Teaching Philosophy in India.

Dr. S. Panneerselvam
Professor and Head, Department of Philosophy, University of Madras, Chennai 600 005, India (sps@md4.vsnl.net.in).

Since in India, philosophy is considered the way of life, Philosophers have tried to combine both theory and practice. It is not mere a theoretical study which deals with some abstract concepts, but concerned about the values, culture and human rights. In the contemporary philosophy, we see the significance of philosophy at the application level. India, the "Applied philosophy" is one of the most favorite subjects of students. Efforts are being made to popularize the course at the secondary education. Debates are going on at the National level to emphasize how philosophical teaching can be more effective. The following are discussed: It is necessary at the secondary education level, we must introduce a philosophical understanding of the following concepts, in a very simple way, thus teaching the following, both at the theory and practice level: (1) the implication of democracy in life (**teaching the rights and duties**), (2) how democracy promotes the welfare and equality of all (**teaching individual as well as social good**), (3) preserving the cultural identity, values, uniqueness at the same time participating in a larger group (**teaching the politics of difference and identity**), (4) the real meaning of "development", i.e. to work for a total development, which implies the preservation of nature, plants and animals for the future (**to teach the need to develop the policy of "preserve the planet"**), to introduce a philosophical methodology keeping some of the thinkers like Buddha, Gandhi, Confucius, Kant, Hans Jonas, Rawls and Habermas at the background (**to teach the creative method of philosophizing to understand the problems**) .

India lives in two or more conceptual worlds at the same time at the philosophical level: (1) the world of the great tradition in which the mythological past lies in the present, time exists in a mosaic of different periods, matter and mind appear on the same continuum, and the dominant conceptions are of groups, clusters, and patterns and (2) the modern world of science and technology in which mathematics plays a major role in describing the world, matter and mind though related are discrete entities, and conceptions are deductive, linear and of individual events. But which one is the need of the hour?

We need to develop alternative world-views, alternative metaphysics, as the basis for reflection on technology vis-à-vis society and civilization. The way towards understanding the metaphysical roots of technology, must lead through the creation of an alternative world-view which will enable us to grasp sharply and clearly ramifications and consequences of present technology for a future human society. It is here people from non-western cultures, especially philosophers have much to contribute. But how to start? The starting point is that we must re-examine our intellectual heritage and tradition in the light of our present situation. Tradition is always hermeneutical and accommodates new interpretation and understanding. This reconstruction means the reconstructing the present categories of knowledge. Man's mode of being-in-the world helps a person to evaluate the tradition. It is not possible for a person simply to follow the tradition, but he has the right to evaluate the tradition. The world of historicity will have an impact on the tradition and it accepts evaluation and reinterpretation. This does not mean that we are revolting against the tradition, but interpreting them in the context of present historicity. The cultural world, which one belongs to, allows a radical interpretation of the tradition.

In Indian context, it can be said that there is an interconnection between philosophy and ethics. Indian ethical texts like *Tirukkural* examines the human life to show how there can be all-round progress in life and how man can live a better life. Thus it could be viewed as a critique of life. It examines the present conditions of human life and guides for the betterment of life. Further, in the text, we see a move from "what is" to "what ought to be". As a critique of life, philosophy *prescribes* some norms for life. It is possible to prescribe them only after examining the life which man leads. In philosophy, there is an inseparable relation between value and action. When a person accepts something as a value, he cannot but be engaged in activities conducive to the attainment of the value in question; to accept something as a value is not just for the purpose of talking, but for the purpose of doing." R.M. Hare in *The Language of Morals* says that the logic of value-words should finally result in action

Epistemologists make a distinction between belief and knowledge. While the former lacks certainty, the latter is certain as well as valid. What claims our attention for epistemological discussion is knowledge vis-á-vis other mental states. Again, a distinction is made between cognition and knowledge. While the former may be true, or false, or doubtful, the latter is true, certain, and valid. The Indian pramana theorists convey this distinction by using two different words, jnana and prama. The term "knowledge"(prama) cannot be qualified by any adjective such as true, or

false, or doubtful. The expression "false knowledge" is a contradiction in terms; that is to say, what is false cannot be knowledge and what is knowledge cannot be false; also, we cannot, for the same reason, use the expression "doubtful knowledge". Since knowledge is necessarily true, there is no need to qualify it by the adjective "true". In epistemology, we are concerned with issues such as the nature of knowledge, the means of knowledge, and the validity of knowledge. Knowledge which is generated by a pramana reveals the object as it is, where it is.   For Socrates, virtue is knowledge.

PS 1 (T 5-4): Semantic Analysis between Ethics and Moral: A Meeting Point between the Two.
Assoc. Prof. Dr. Mohd Arip Kasmo
Centre for General Studies, Universiti Kebangsaan Malaysia, Bangi, Selangor, arip@ukm.my

This paper discusses the effectiveness of the concept of ethics and *akhlak* in the Muslim society in achieving a moral society. Should Muslim adopt the concept of *akhlak* in totality and reject the concept of ethics or should they adopt both of the concepts simultaneously since both of these concepts draw people towards good moral behaviour. The basis for *akhlak* is *akidah* or the belief system while the basis for ethics is philosophy – including rational and logical thinking – as well as religious teachings. Could there be a meeting point between what is rational, and logical thinking and what is belief and faith? Morality weakened as religious belief weakened as what has been witnessed throughout the world especially in the western society (A. Toynbee, 1987).   Could ethical behaviour be strengthened in tandem with the strengthening of the rational, logical and scientific thinking of the society?

2ⁿᵈ December

08.30-10.30: Keynote Session 2 (KS 2)
Chair: Emeritus Prof. Dato' Dr. Abdul Rahman Embong, Chairperson, Malaysian Association of Social Sciences.

KS 2-1) Professionalism in Higher Education
Prof. Dr. I.V. Trivedi
Vice Chancellor, Mohanhal Sukhadia University, Udaipur (Raj), India.

We know that universities in the globally, have and are changing radically – there are more students, more universities and of different kinds, less resources, a reductive and techniques notion of the individual, and increasing debates around 'standards' and 'effectiveness'. The concept and practices of managerialism have penetrated the academy as a means to encourage efficiency, productivity, value for money and so on. In higher education this is a time of benchmarks, measurable and comparable outcomes, a hard-edged accountability and the 'bottom' line'. With the advent of a global economy, and a discourse of 'skills' and economic advantage, the economic importance of education has been rediscovered as a key form of productive capital in the race for competitive advantage. As Peters and Roberts (2000) point out, 'new growth theory' highlights the role of education in producing 'human capital' and new knowledge. While the production and dissemination of knowledge remains central to university work in this 'new economy', "its value is legitimated increasingly in terms of its attraction to and service of global corporations" (Peters and Roberts, 2000, p.129).

An ethical professional is a professional who behaves in a professional manner. A broad and inclusive definition of a profession would be: a profession is a paid and learned occupation that serves a social ideal. Although there may be some controversy on the nature of the professional status of teachers but they are generally seen as professionals. Professional teachers are educators who strive to promote educational values to the best of their abilities. These educational values are tricky because they tend to differ. So education should have three main aims: practical preparation, preparation for society and individual development. In order to accomplish these educational aims a professional teacher should be able to work with reasonable autonomy. Intrinsic motivation is an important part of professionalism. With intrinsic motivation, the subject makes internal decisions and with extrinsic motivations the subject is made to comply externally.

The paper highlights the need of change in higher education which consists of life skill, info-savvy skill, techno-pedagogic skills, integrate human development climate, spiritual intelligence dimensions, and Teacher Education programs. The paper focuses on value based education. We need to explore the role of higher education in building stronger value base. New modes of regulation (accountability) produce or fabricate new professional subjectivities, today's education require different form of professionalism from teaching fraternity. Nor are we simply able to shrug off the effects of performativity on academic life. Ball (2000, p.17) argues that performativity does not simply get in the way, "it fundamentally changes what academic life is". Yet, as teachers in higher education, our professional work is integral to our identities and self worth – "[our] freedom to exercise informed judgement in work is a vital part of being human", explains Ozga (1999, p.69). What kind of academics and teachers, then, are we, or can we now be? What are our educational purposes and values as teachers in higher education? How might we 'do' critical forms of professionalism and reconstruct professional identities under changing conditions of higher education?   The paper is trying to attempt to give answers of above mentioned questions.

Keywords: Professionalism, Higher education, values and ethics

KS 2-2) Corporate Responsibility

Prof. Dr. Fauzias Mat Nor
Dean, Graduate School of Business, Universiti Kebangsaan Malaysia.

KS 2-3) The Global Food Crisis: A Crisis in Our Mind? Changes in World-Views and Values to Improve Food Security

Emeritus Prof. Dr. Walter Leimgruber (walter.leimgruber@unifr.ch)
University of Fribourg, Switzerland.

A lot has been written in the past decades on the problem of food and nutrition. Usually, the roots of and the solutions to this problem are exclusively sought in environmental and technical fields: Harvest failures due to meteorological and climatic reasons, inadequate food distribution channels, food prices and so on are quoted. While these factors doubtlessly play an important role, they are not the only reasons for the fact that about one billion people on our Planet suffer from hunger and/or malnutrition.

This paper proposes a number of reflections on the obvious and the deeper reasons for the food problem. It argues that we are confronted with a much more complex situation that is linked to the intimate relationship between environmental and societal problems. Agriculture (the food provider) is not only dependent on physical conditions (soil, water, weather etc.) but is anchored in cultural practices. Besides, the lust for power and the greed for material profit have transformed it into a political and neoliberal playing field with dire consequences for the underprivileged and the poor. The answer to the global food crisis lies therefore not only with the many solutions technology seems to offer but to an even greater degree in the attitude humans across the globe manifest towards food and nutrition.

Keywords: World hunger, food, value systems, world-views

KS 2-4) Ethical Acceptance of Intra and Trans-Species Gene Transfers: Multicultural Perspectives

Assoc. Prof. Dr. Latifah Amin
Centre for General Studies, Universiti Kebangsaan Malaysia, 43600 UKM, Bangi, Selangor Darul Ehsan, Malaysia (nilam@ukm.my).

Biotechnology has been used by people for decades to produce food such as bread, ketchup, wine and cheese as well as to improve the qualities of crops by grafting and farm animals by cross breeding. However, from the mid 1970's onwards the development of modern biotechnology, or better known as Molecular Biology, involved powerful new techniques that allowed scientists to tackle the previous goals with more finesse and speed such as recombinant DNA, genetic engineering, cell fusion, bioprocess, structurally-based molecular design and lately synthetic biology. Modern biotechnology has been viewed by many as the frontier of the 21st century revolution. It is a powerful tool that presents a range of potential environmental, social and economic benefits that demands rigorous oversight. The advancement in modern biotechnology has been so rapid in the past fifteen years, making it the object of an intense and divisive debate worldwide. Modern biotechnology has also been classified as a complex emerging issue that exhibits high salience combined with limited knowledge on part of the public. Some researchers suggest that a major factor in the emergence of controversies surrounding biotechnology has been the neglect of the needs, interests and concerns of the primary stakeholders – the commoners. Public perceptions, understanding and acceptance of modern biotechnology can both promote and hamper commercial introduction and adoption of new technologies. If consumer acceptance issues are not adequately addressed, then the potential economic and social benefits of modern biotechnology may not be realized. Consumer acceptance of modern biotechnology is driven by a number of inter-related factors such as knowledge level, moral acceptability and perceptions of benefits and risks of modern biotechnology and trust in institutions of interests. Of the many variables studied by earlier researchers, it was found that moral acceptability was an important predictor or sometimes referred to as 'a veto' of support for biotechnology. The purpose of this paper is to highlight the ethical acceptance of several intra and trans-species gene transfers in Malaysia and worldwide.

10.30-10.45: Morning Tea Break

10.45-12.45: Parallel Session 2 (PS 2)

Theme (T) 1: Ethics and Professionalism in Science, Technology and Engineering

Chairs: Emeritus Prof. Dr. Walter Leimgruber, and Prof. Dr. Ariff Osman

PS 2 (T 1-1): Factors Contributing to Research Misconduct: A Review.

Siti Zaimah Zainal, Latifah Amin, Maznah Hj. Ibrahim, Zaharah Hassan, and Norulhuda Aseri
Centre for General Studies, Universiti Kebangsaan Malaysia, 43600 Bangi, Selangor Darul Ehsan, Malaysia (zai_well@yahoo.com.my).

Scientific misconduct has garnered much attention by the media over scandals concerning falsification and fabrication of data surrounding potentially promising breakthroughs and financial conflicts of interest between researchers and drug companies. Although, most scientific researchers were conducted properly and reported honestly but there exist authors who invent or manipulate data to

reach fraudulent conclusions. For advanced countries such as USA and Europe, issue of scientific misconduct has attained public awareness since the 1980s but in Malaysia, there has been no documented research regarding scientific misconduct. The demands of working in research universities have given academicians added pressure to produce work based on research. These academicians are trying hard to balance between obtaining as many research grants as possible and publishing as many high impact research articles as possible as well as performing teaching assignments and other assigned responsibilities. All of these responsibilities need to be fulfilled in order to meet the demand of being a research university as well as the academician's own personal career development. In such scenario, the probabilities of scientific misconduct to occur are very high. This paper put up some arguments, among others, if universities in Malaysia plan to excel as top research universities, there should be clear guidelines on the awareness and practices of research ethics among university lecturers. This paper demonstrates that by identifying the causes research misconduct could be eliminated. In this paper, the various factors contributing to research misconduct will be presented and possible action plans are suggested.

Keywords: Research misconduct, contributing factor, Malaysian university

PS 2 (T 1-2): Cybersex in Malaysia: The Line between Freedom of Expression and Threat to Morality

Norazlina Abdul Aziz (noraz_aa@yahoo.com.my), and Mazlina Mansoor (mazlina_mm@yahoo.com) Faculty of Law, Universiti Teknologi Mara, 40450 Shah Alam, Selangor Darul Ehsan, Malaysia

Uncertainty on the dividing line between the benefit of exercising the right to freedom of expression and the threat towards morality becomes the primary concern underlying this study. Sexual exploitation via internet has escalated uncontrollably. The traditional laws of criminal and civil claims failed to address this matter sufficiently. The worrying factor lies on the future outcomes of the society which are given the wide freedom to exploit the sexual expression via internet. This study adopts a qualitative research methodology which involves the primary and secondary data collection through library based. The Federal Constitution which secure the rights to freedom of speech and communication, the Communication and Multimedia Act 1998 which becomes the guardian to the communication through internet and very much promote freedom of expression and the Penal Code were critically studied with regards to this matter. The online databases such as Ebscohost, Proquest, and E-science have also being the source of references. The study also anticipates fieldwork where semi-structured interviews are conducted. Summary of the results portrays the inadequacy of the Malaysian Legal Framework governing cybersex in Malaysia which will lead to creation of threat to the morality. The Malaysian laws are at drawback on this matter. Hence the study suggests that there is a need to prevent the continuance of the sexual exploitation through internet, to reform the current legal framework in Malaysia and to balance the function of the internet in promoting freedom of expression and to curb the activities of the illegal usage of the sexual exploitation.

Keywords: Cybersex, freedom of expression, morality.

PS 2 (T 1-3): Why AIDS Makes Us Vulnerable?

Tsuyoshi Sotoya
Graduate Student, Hitotsubashi University, Tokyo, Japan (sm101036@g.hit-u.ac.jp)

The purpose of this paper is to give a voice to Japanese people who are born through AID or Artificial Insemination by Donor, to examine the reasons why AID makes people vulnerable, and to suggest some ways of alleviating some AID-related problems. The paper first defines what AID is and examine when and where this procedure was first performed in Japan. It then points out several reasons why this type of Assisted Reproductive Technology offends or hurts people, by looking at the testimony of many AID-born people. The first reason is that it affects AID-born children who are damaged after being told the truth of their birth. The second reason is that the parents who resort to AID, almost always cannot help having the feeling of guilt. The third reason is that the donors themselves are worried after donating their sperm. The last reason is that there is no law regulating Assisted Reproductive Technology in Japan. Finally, the paper suggests that what is needed right now to prevent us from seeing more and more people who are suffering from psychological problems related to AID is to urge the government to guarantee the children's right to know about their biological roots.

Key words: Artificial Insemination by Donor Children's right to know Autonomy

PS 2 (T 1-4): On Ethics in Robotics

Mohd Sulhi
School of Engineering, Asia Pacific University College of Innovation & Technology, Technology Park Malaysia, 57000 Bukit Jalil, Kuala Lumpur, Malaysia (Email: msulhi@gmail.com)

Robots are the hallmark and triumph of engineering, science and technology. The presence of robots and its wide applications in various fields and sectors have since brought many effects and impacts to the human society. Many moral concerns and ethical questions have since arisen. This paper seeks to address several issues concerning ethics in robotics. Several examples are presented to be

further explored and discussed. It is hoped that in the future, roboethics will continue to play a major role in the process of design and manufacturing of robots, so as to ensure that robots are ethically applied.

Keywords: Ethics, roboethics, robots, issues.

PS 2 (T 1-5): Professional Assessment of the Framework for Public Attitude to Modern Biotechnology in Malaysia

Hasrizul Hashim[1], Latifah Amin[1], Jamil Ahmad[2], and Nik Marzuki Sidik[3]
[1]Centre For General Studies, [2]Faculty of Education, [3]Faculty of Science and Technology, Universiti Kebangsaan Malaysia, 43600 UKM Bangi, Selangor, Malaysia (E-mail: ejoy86@gmail.com)

The destiny of the modern biotechnology in Malaysia greatly relies on professional studies, and that include the assessment of public attitude towards modern biotechnology. Even though the study related to public perception in Malaysia towards modern biotechnology has been carried out by earlier researchers, it is assumed that the attitude and the level of awareness of the public towards modern biotechnology have changed in the past few years, while the products and the applications of modern biotechnology itself evolve over time. Some public argues that crossing species boundaries is unnatural, immoral, and in violation of God's laws, while some of them seem to accept the benefits with the technology itself. Therefore, constant improvement of the findings is important and the study needs to be expanded from time to time, in order to fully understand the current level of awareness, knowledge and attitude to modern biotechnology among the Malaysian stakeholders in the Klang Valley region. The purpose of this paper is to review the current literature and identify additional variables and to refine the existing framework for public attitude to modern biotechnology. Primarily, the public attitude towards modern biotechnology will be assessed using a Likert scale questionnaire. The existing instrument to measure public attitude to modern biotechnology will be refined with the recent identified variables. The validity of the instrument will later be tested to assure its reliability of giving better answer to the question addressed by the issue. The major field study will be carried out using 500 respondents who will be adult representatives, age 18 years old and above in the Klang Valley region, stratified according to stakeholder's groups. Later, the result of this study will not only be used as a knowledge base to apprehend the public acceptance towards modern biotechnology applications or products in Malaysia's urban area, but also to understand the societal and ethical implications of modern biotechnology in Malaysia.

Keywords: public attitude, modern biotechnology, perceived risk, perceived benefit

PS 2 (T 1-6): Humanising the Sciences: IVF and Ethical Issues

Omam. Pat. Agboro
Department of Philosophy, University of Lagos, Akoka, Yaba, Lagos State, Nigeria, divineinspiration2001@yahoo.com

That science has contributed immensely to development in societies is not in doubt. In fact, the fruits of science and technological advancements abound. Thus their importance cannot be overemphasised. However, it becomes more important that with each scientific advancement comes the need for the development of moral principles and moral norms that should regulate their deployment. This is because while granting that science and technology have expanded human powers to manipulate and control nature, it is equally clear that they do not provide a basis for dealing with the moral issues that arise thereof. Science provides us with an understanding of "facts" but has little or no basis for dealing with the "oughtness" or the normative. Interestingly, most of the practices that have arisen from scientific advancement raise ethical issues that must necessarily be addressed. Against this background, this paper seeks to show the relevance of the humanities in dealing with the normative aspects of public policy or social relations that are thrown up by the use of cutting edge technologies. In particular, this paper focuses on New Reproductive Technologies (NRT) and the ethical issues that are thrown up by their uses. It demonstrates that Science and Technology by itself cannot resolve the moral dilemmas and contradictions that are the consequences of the uses of NRTs such as In-Vitro Fertilisation (IVF), Artificial Insemination, Surrogacy, etc.

PS 2 (T 1-7): Ethical Issues of Abortion Policy and Access in Thailand

Anniken Celina Grinvoll
Managing Director, Eubios Ethics Institute, Thailand
Email: anniken@eubios.info

Abortion in Thailand is formally illegal except for the reasons of rape, damage of the fetus or mental health grounds. Despite restrictive abortion laws, an estimated 200,000-300,000 abortions take place in Thailand every year. Many of these are performed in illegal clinics which have no legally enforced standards, and often by untrained practitioners. This is the first ethical issue, that many abortions are performed with unsafe methods, and continues to be an issue requiring policy review.

The current abortion law in Thailand has been the focus of public and political debate a few times in the last decades, however those opposed to liberalization of the law have managed every time to let it remain as it is. What are the reasons for this and what is the view on abortion in Thai society? Some think that liberalized abortion is a threat to Thai culture and the gendered narratives it creates about the nation.

Thailand is a country where Buddhist thought is highly influential and where 96 per cent of the population claim to be practicing Buddhists. According to Buddhist belief, to abort is seen as a sin, as it is killing of lives. It is such a sin that leads to serious karmic consequences or demerit for the mother, the fetus and even for those involved in the act of abort. The beginning of a human life, according to Buddhist belief begins at the moment of conception. Thus it is also argued that the later the stages in the development of the fetus that the abortion takes place, the stronger the negative karmic consequences to the mother. Therefore, to abort at an early stage in pregnancy is most common, followed by merit making afterwards.

Motherhood and reproduction remain a primary source of female power and prestige in Thai society. By giving birth a woman demonstrates her merit and as well as she improves her merit by providing the opportunity for the reincarnation of a life principle. Abortion thus interferes with the karmic cycle and births and deaths by not allowing the rebirth of a being. In so, Buddhism teaches that a woman will inevitably suffer karmic retribution for her actions. The women who reject pregnancy are also seen as of being not a 'real' woman and are depicted as a selfish being.

Also it is deeply rooted in Thai culture that abortion is felt as a national "loss of face" which is a very strong notion of Thai culture which cannot be ignored. Abortion is therefore seen as un-Buddhist, anti-religious and therefore also un-Thai. In fact the issue is a critical point to the national identity of the nation.

In the media, during the times when focus was strong on the abortion issue the females who underwent abortions were often portrayed as 'loose', immoral, party and fun seeking girls. About the women who aborted not much were mentioned about the problems of the other groups including school girls, women with financial problems, deserted wives, those whose contraception failed, and married women.

Thai law prohibits young girls who are still students (at any level) to become pregnant. Therefore, a persistent social problem is that pregnant young girls desperately seek abortion to retain their student status, otherwise they will be ordered to leave their educational institution.

The paper will also discuss results of interviews with medical professionals and field work to test the accessibility of the so-called abortion pill.

Theme (T) 3: Ethics and Profesionalism at the workplace
Chairs: Prof. Dr. Abdul Rahman Abdul Aziz, and Assoc. Prof. Dr. Zaharah Hassan

PS 2 (T 3-1): The Function of MS ISO 9000 Certifications towards Enhancing Professionalism Practices among Workers.

Nazri Muslim, Nik Yusri Musa, Jamsari Alias, and Norazila Mat
Universiti Kebangsaan Malaysia, Malaysia, nazrim@ukm.my

Professionalism refers to a specific career performed by a qualified personnel equipped with preferred qualification and trainings, with honesty, dedication, good conduct and responsibilities along with autonomy in performing tasks and complying to organizational codes. This is in line with the objective of MS ISO 9000 Certification in which it aims at ensuring the products and services provided are on par with the specifications required that need to be performed in the most effective and efficient nature. These are achievable when the organization build and control the processes to meet the level of its establishment and making continuous measurements and improvements in order to present the customers and respected parties with the desired quality expectations. Through this MS ISO 9000 Certification, the organization especially its personnel are capable to enhance their professional practices since each and every task performed are based on a standard set of procedures. The establishment of MS ISO 9000 Standards is also to ensure that products and services provided are approved and accepted worldwide. This paper discus MS ISO 9000 Certification functions towards enhancing professionalism practices among workers.
Keywords: Employees, profesionalism, ISO Certification.

PS 2 (T 3-2): Correlation Study between Knowledge Factors and Corporate Factors in Facilities Management of Office High Rise Buidings: A Preliminary Study in Klang Valley Malaysia.

Mohamad Ridzuan Yahya
Kulliyyah of Architecture and Environmental Design, International Islamic University Malaysia,
P.O. Box 10, 50728 Kuala Lumpur, Malaysia, moham643@gmail.com

It is important to focus on developing facilities management (FM) in a building in order to ensure it is in good condition and positive performance. Various obstacles have to be faced by the FM for controlling all activities related to the building and its system. The crucial issue is to integrate ethical knowledge and corporate factors in order to have effective FM. This research identified knowledge and

corporate which are supported by their own factors. They influence the effectiveness of FM in high rise office buildings. Business entity loses dynamic, quality workers and profit are the components of corporate factors. The objective of this paper is to highlight the correlation between the factors involved. This paper presents the finding of seven (7) high rise office buildings in Klang Valley, Malaysia on FM issues. Top management and operational management personnel were interviewed for their immediate views and responses using standard questionnaire survey. A statistical analysis based on the Pearson correlation was used to identify the correlation for each corporate factors and ethical knowledge. As a result, ethical knowledge has a positive correlation with the corporate factors. The correlation coefficient (r-value) shows that there was a strong relationship between corporate factors and ethical knowledge. In other words, if the ethical knowledge had fully been integrated and be the first priority with corporate factors in FM, then it will be an effective FM in high rise office building.

Keywords: Facilities management, knowledge, corporate, office high rise building

PS 2 (T 3-3): The Role of Residential Colleges in Nurturing Professional Ethics among University Students: Prospects and Challenges

[1]Amilah Awang Abd Rahman, and [2]Abdul Bari bin Awang
[1]Assistant Professor the Department of Usuluddin and Comparative Religion, KIRKHS, IIUM, and Principal of Mahallah Asiah, IIUM, and [2]Assistant Professor, the Department of Flqh and UsulFiqh, KIRKHS, IIUM, and Principal of Mahallah Uthman, Gombak Campus IIUM.

Tertiary or university level is the highest level of education before a person embarking on his/her career life. The expectations have always been high towards university to mould students' good personalities. This is mainly to ensure that the graduates are capable of handling obstacles and challenges in their real life. In normal circumstances, the role of residential colleges in shaping students behavior is not much highlighted. This paper explores the potential role of residential colleges in a university especially in inculcating organizational behaviour among students. This study employs qualitative method mainly through library research and interview sessions with relevant parties who are directly involved in the administration of colleges at public universities. Several cases were studied, and the findings are used to illustrate and explain the actual scenario. The study found that residential colleges have many opportunities to educate students in the respect of professional ethics. Colleges provide favourable environment to appropriately inculcating balance in students' development including towards organizational behavior throughout their years of study. The efforts can be divided into two categories: On the level of

inner self which can be further divided into awareness, self-reflection and conviction, and on the level of practicality. The students will value the spirit of mutual respect and social responsibility throughout their dealing with college office staff. These values, even though may be seen as simple, are indeed, invaluable and important for their future experience in the society. Several challenges to such role are also identified which can be divided into two aspects: Students and university.

PS 2 (T 3-4): Emotional Intelligence and Organisational Ethical Climate in Collective Communities: A Study in a Borneo-Malaysian Public Service Organisation.

Mai Ishak, and Ross Azura Zahit
Department of Cognitive Science, Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, Malaysia, imaisumi@fcs.unimas.my

The paper explores the role of emotional intelligence in nine (work) ethical climate types (self-interest, company profit, efficiency, friendship, team interest, social responsibility, personal morality, company rules and procedures, and laws and professional codes). Schutte's Self-Report Emotional intelligence Inventory (SSRI) and Victor & Cullen's Work Ethical Climate Questionnaire (ECQ) were administered to 63 employees in 2 service-oriented departments in a public service organization in Borneo Malaysia. Findings were described in Schutte 4 dimensions of emotional intelligence and Victor & Cullen typology of ethical climate. EQ was found to be instrumental in matters that require ethical judgement at individual and organizational loci of analysis, where respondents who reflected better emotional intelligence expressed stronger awareness of ethical elements at individual level (lacks of self interest, sense of friendship, personal moral emphasis) and organizational level (importance of company profit, team spirit, and rules & procedures). It was also found emotional intelligence largely influenced judgement at egoism-based (lacks self interest, company profit) and benevolence-based (friendship and team spirit) work ethics decisions. EQ was however not found to play any role in the moral judgement of ethical matters at the universal level of values or those that involve principled criterions. The findings suggest that emotional intelligence competence, particularly the skills of perceiving and recognising emotions of self and others', is instrumental for work ethics to be fully embraced in this particular Borneo organisation. Explanation on what could account for this nature in the context of the developing Borneo organisation is provided in this paper.

PS 2 (T 3-5): Discrimination towards Disabled People: A Reality that Need to be addressed

Zakaria Osman

PS 2 (T 3-6): The Controversy of Prophet Muhammad's (p.b.u.h) Caricature: Contradictions in Perspectives of Ethical and Moral Values.
Nor Afian Yusof, and Hamdzun Haron

PS 2 (T 3-7): Job Security and the Relationship with Job Satisfaction, and Commitment towards Organization
Noraishah Daud

Theme (T) 4: Ethics and Professionalism in Science, Technology and Engineering
Chair: Prof. Dr. Jamal Othman

PS 2 (T 4-1): Empathy: Crime News Reporters' Ethics and Decision Making.
Sharon Wilson, and Faridah Ibrahim
Sharon Wilson and Associate Prof. Dr. Faridah Ibrahim, School of Media and Communication Studies, Faculty of Social Science and Humanities, University Kebangsaan Malaysia, Email: sharon@utar.edu.my / fbi@ukm.my

The study of ethics in news reporting has long been an integral part of journalism. As much as there is a great need to understand the proper sense of responsibility to the public on the part of the newspaper writer, ethics is a requirement for human life. The challenge for modern journalism and especially crime reporters is to find a way to negotiate the often competing professional and ethical considerations involved in finding and representing news, while adhering to a perception of journalism as playing an important role in society. Using qualitative research methodologies, basing the discussion on a textual analysis of two prominent case studies and in-depth interview with crime reporters from three local dailies, the findings revealed that emotions or feelings interpreted as sympathy and empathy was a prominent factor which influences crime reporters in their decision making. It is interesting to find out to what extent crime news reporters exercise journalistic professionalism when it is revealed that emotions and feeling play an integral part in their reporting of crime news stories. The paper concludes that while certain ethical philosophy deny the use and impact of emotion in making clear and valid decisions, emotions and feelings help to subdue aggressive writing and decisions.
Keywords: Crime reporting, decision making, ethical perspectives, empathy

PS 2 (T 4-2): Moral and Ethical Problems among Teenagers and the Role of the *Murabbi*
Kabuye Uthman Sulaiman
Department of General Studies, Kulliyyah of Islamic Revealed Knowledge and Human Sciences, International Islamic University Malaysia, kabuye@hotmail.com, kabuye@iium.edu.my

Over the past several decades, cases of immorality have grown into major social problems which have ruined the lives of many young people and imposed heavy costs on families, organizations and governments. Increases in the number of ethical and moral problems among the teenagers such as illicit use of drugs, teen pregnancy, abortion, vandalism, raise the question of *tarbiyah* and the role of the *murabbi*. The aims of this paper are twofold: first, is to review some of the ethical problems found among the teenagers; and second, to describe the process of *tarbiyah* and the role of *murabbi* in the light of the Qur'an and Sunnah of Prophet Muhammad (s.a.w). The study contends that today's moral and ethical problems are due to the widening gap between parents and their children and also between the teachers and students and the society's negligence of the duty of *al-Amr bi al-ma'ruf wa al-Nahy 'an al-Munkar* (enjoining the right and forbidding the wrong). The study also contends that if these problems are not taken seriously, they will lead to the loss of norms and eventually the disintegration of society.
Keywords: *Tarbiyah, murabbi*

PS 2 (T 4-3): The Influence of Corporate Social Responsibility on Managerial Career Advancement with Mediating Effect of Job Performance: The Conceptual Framework.
Lawrence Arokiasamy, Chan Chai Hoong, Chew Perg Zhen, Gan Chee Hao, Lee Shiau Tyng, and Lee Wing Fatt
Universiti Tunku Abdul Rahman, Malaysia

Over the decades, Corporate Social Responsibility (CSR) is increasingly being viewed as an important and integral part of business operations. As Asian countries are gradually encouraging foreign trade and investment, there is correspondingly increasing research interest in CSR. The purpose of this study is to examine new aspects of CSR related to manager's career advancement with mediating role of job performance. The theoretical framework consists of Carroll's CSR model, including four dimensions: economic, legal, ethical and philanthropic responsibilities which are related to a manager's career advancement. This paper provides a complete literature on CSR, managerial career advancement and job performance which brings new interesting aspects to the context of CSR. This study is providing useful information about CSR which highlights on the internal aspect rather than the external aspects which are often discussed in CSR.

This paper covers on the literatures, develops conceptual framework and relates the relationship among CSR, job performance and manager's career advancement.

Keywords: Corporate social responsibility, managers, career advancement and job performance

PS 2 (T 4-4): Moral Improvement (Islox al-Akhloq): Revisiting the Prophetic Method in the Midst of Materialistic Tendencies

Assistant Professor Dr. Abdul Latif Abdul Razak, Department of General Studies, Kulliyyah of IRKHS, IIUM, al_nuha@iiu.edu.my, Tel: 03-61965575; Fax: 03-61965504

Moral improvement is defined as a change in behavior trait from bad to good, good to better and better to best. Nowadays, many programs are created and offered by psychologists, trainers and motivators to help people, especially the youth, in behavior modification. Expensive fees and ineffective modules are overshadowed with aggressive advertisements and exaggerated testimonies. The tendency of parents in expecting easy and fast positive changes in their children aggravates the situation. In many cases, the participants returned home with superficial and short-lived developments. This paper therefore aims at revisiting behavior modification method used by the Prophet (p.b.u.h) and sees how this prophetic method is able to produce successful people throughout history in the persons of Abdul Rahman bin Auf in business, Umar Abdul Aziz in governance and so on. It is hoped that this prophetic method can help our psychologists, trainers, motivators in preparing and reviving their modules, as well as parents in their relentless effort in improving their children's behavior.

Keywords: Moral improvement, faith factor, psycho-spirituality, behavior modification

PS 2 (T 4-5): Educational Technology with Climate Change Education

Ngo Thi Tuyen
Research Center for Educational Technology,
Vietnam Institute of Educational Sciences

Educational technology is a way to organize the learning process so that the learning process can be controlled materially, perceivably, outside the individuals of the teachers and students. To reach the aim, education must proactively organize the learning process so that it can express the most modern physical achievements, analyse them, and with professional pedagogy transfer them into learners, organizationally, step by step complete the process so that the learners get learning products.

To introduce a new content into an education process needs to create agreement from top to bottom, and to be institutionalized by normative acts and to thoroughly grasp its implementation, understand its scientific nature, cause and effect, and use suitable methods for each age level. To technologize the educational process, affects the three aspects of climate change education, namely, reasons, emotions and will, in order to produce students who are flexible, adaptable proactively, coping with difficulties, achieve a consensus in using energy economically and effectively, and look for a new resource of energy which can be reproduced and is not polluting the environment. These are what I suggest as an orientation for climate change education.

PS 2 (T 4-6): Ethics of Road Usage from Islamic Perspective

Wan Zulkifli Wan Hassan, and Jamsari Alias
Universiti Kebangsaan Malaysia, Malaysia, wenzoul@ukm.my

The occurrences of road accidents nowadays have reached an alarming level that involve fatalities and lost. This situation presents dreadful imageries for every road users especially in Malaysia. Among notified causes are the attitudes and actions of the drivers such as reckless driving, impatience as well as self-centeredness along with disobedient to the road and traffic regulations that ultimately will bring misery to the mass as it affects innocent lives and their families. This paper intends to suggest a solution for the road users to apply the ethics of road usage as introduced by Islam, since Islam comes with complete arrangements of human life, be it specific or universal, private as well as public. The teachings of Islam involve guidance and regulations that would lead towards beautification of characters and personalities in all walks of life. It also inculcates the atmosphere of love, affirmation and cooperation. Among the Islamic ethics outlined, is the ethics of road usage that need to be upheld by all mankind. This is due to the fact that the public, i.e. all the road users, has the rights to utilize the roads and highways. According to Islamic ethics, Islam is indeed against any actions done that could lead to any form of hazards for the road users. Therefore, this paper would clarify and outline the ethics of road usage from the Islamic perspective that need to be understood, upheld and performed by all, so that our roads and highways will be a safe and a pleasant avenue.

Keywords: Islam, ethics, road usage

Theme (T) 5: Ethics and Professionalism in Education

Chairs: Prof. Datuk Dr. Jamaluddin Md. Jahi, and Prof. Dr. Jayapaul Azariah

PS 2 (T 5-1): Professionalism among Academicians at a Malaysian Public University

Ahmad Zamri Mansor, and Johari Talib

PS 2 (T 5-2): Elements of Non-Compliance with Research Ethics in Conducting Top-Down Research: Experience by the Planning and Research Department
Roosfa Hashim, and Salmah Zainal Abidin

This paper aims at discovering researchers' attitude which could be identified as non compliance with the research ethics in conducting top-down research managed by the Research Section, Planning and Research Department, Ministry of Higher Education Malaysia. The research is conducted basically by referring various documents related to top-down research management such as Term of Reference, letter of appointment, letter of agreement, criteria of researchers, report submission and research publication. Ultimately, this research is hoped to report and identify elements of non compliance with research ethics among the researchers in conducting top-down research. Input from this research is beneficial to the Ministry and other agencies in enhancing the top-down research management. The research inputs are very significant to the researchers to be constantly and stringently complied with the research ethics in producing high impact top-down research.

PS 2 (T 5-3): The Study of Ethics and Professionalism in the Higher Education (with reference to India)
Dr. Deepti Bhargava[1], and I.V. Trivedi[2]
[1]Head, Shrinathji Institute of Management, Nathdwara, Rajsamand, Rajasthan, deepti_ysb1@rediffmail.com, [2]Vice-Chancellor, Mohanlal Sukhadia University, Udaipur (Raj), India

India is a country with a very vast history of strong cultural and ethical values. Academician and administration of the institute play an important role in building ethical environment for student. Every institution should have its own well-documented codes of ethics, defining the guidelines of ethical behavior.

The Professional and Ethical issues can be:

•   The academician should be highly qualified as per norms and should employ knowledge in the subject being taught, Theory and practice about learning, teaching and assessment, the capabilities and expectations of the students.

•   The respectfulness to students and colleagues, Academic courage, Fairness, Not abusing the power of the teaching role should be considered

•   Building an atmosphere of trust and psychological safety and a norm of collective responsibility in the classroom.

•   The talking and learning about values, beliefs, morals and other ethically related issues with the students to create ethical environment.

•   No donations, no corruption, transparency, clean utilization of money, social and family-related counseling of students by teachers, no red-tape administration, no plagiarism of research papers and articles, etc.

The objective of the study was to know about the ethical practices used by administration and academician, also to know about the opinion toward different issues of ethics. The separate questionnaire was designed for administration and academician. The respondent was the academician for both questionnaires. In India the teachers feel that there is an urgent need of enhancing the ethical standards in the Indian society. That is why they are implementing ethical issues. The study concludes that almost all academician give higher rating to all factors of ethics. They have positive opinion toward code of ethics and it should be implemented at all level. Academician must realize that the main purpose of the teaching is to develop the career of the student and it is the sole responsibility for giving good learning environment to the students.
Keywords: Academician, administration, ethical and professional issues

PS 2 (T 5-4): Decision Making Skills Course for Future Professionals: Researchers' Reflections on Action Research Process.
Ahmad Zamri Mansor, Maznah Hj. Ibrahim, and Mohd Mohsin Mohd. Said
Pusat Pengajian Umum, Universiti Kebangsaan Malaysia, 43600, Bangi, Selangor, Malaysia

Knowledge on decision making skills is very important for professionals. In order to produce professionals with decision making skills, the Centre for General Studies in UKM has introduced an undergraduate elective course entitled 'Decision Making Skills'. The course aims to equip future professionals with the awareness and knowledge on how to make better decisions. As an initiative to ensure that the course reflects current professional needs, an action research has been conducted. Feedbacks from lecturers and students showed that the course coverage needs to be revised as it overly focused more on theories and conceptual understandings. The objectives of this action research are: (a) to align the orientation of the course in order to reflect the actual professional needs of the students, and (b) to utilize learning materials that enable them to enhance their understanding in decision making. The research is done in four stages, namely (a) identifying the problems, (b) experimenting with solutions, (c) gathering feedbacks, and (d) implementation. The objective of this paper is to present the researchers' reflection of the research process that they have undergone.
Keywords: Professionalism, decision making skills, undergraduate learning

PS 2 (T 5-5): Integrating Sustainable Development (SD) into Social Science Courses: Lecturer's Perspectives

[1]Zubaidah Mohd Nasir, [2]Mashitoh Yaacob, and [3]Halimaton Saadiah Hashim

[1&3]Institute for Environment and Development (LESTARI) Universiti Kebangsaan Malaysia (UKM), [2]Centre for General Studies, UKM, 43600 UKM Bangi, Selangor, zuenasir@yahoo.com, mash@ukm.my, halima@ukm.my

Sustainable development (SD) concept is more than environmental protection or economic development. It is about maintaining and improving the quality of life without compromising the ability of future generations to meet their needs. This concept is an ethics for improving the quality of life, conserving the environment and promoting peace that should be taught in higher education institutions. The purpose of this paper is to discuss Universiti Kebangsaan Malaysia (UKM) lecturer's perspectives towards the integration of SD into the university social science courses. A set of questionnaires was distributed to 478 lecturers of Faculties of Social Sciences and Humanities, Economics and Business, Law, Education, and Islamic Studies in UKM, and 145 of them responded. Quantitative data were analyzed using SPSS version 16.0 where frequency analysis is used to measure the level of understanding, attitude and belief of the lecturers towards SD concept, and Pearson correlation is utilized to obtain the significant levels of the relationship between understanding, attitude and belief of lecturers towards SD concept, and the relationship between understanding, attitude and belief of lecturers towards SD concept and demographic characteristics. Three sections are tested in the questionnaires – understanding of the concept, attitude towards the concept and belief in the ability to integrate the concept into their courses. Majority (87.6%) lecturers rated their understanding as strongly agree and agree on the correct statements of SD. Unfortunately, the incorrect statements of SD were also reached a high rate of strongly agree and agree (64.3%), only 20.5% rated strongly disagree and disagree. As for the attitude, the percentage of respondents who strongly agree and agree is also high for the correct statements of attitude (93.4%), and the incorrect statements were also received a high rate of strongly disagree and disagree (83.1%). Lecturer's attitudes towards the relationship between economy and the environment were also tested and the result shows that 91.6% of the lecturers were strongly agree and agree to the correct statement and 47.6% of them were strongly disagree and disagree to the incorrect statements. The last section of the questionnaire is belief which majority of the respondents (62.5%) rated agree and strongly agree and some of them rated uncertainty (31.5%). Pearson correlation of lecturer's understanding, attitude and belief towards SD is significant at $p < 0.01$. In addition, there were significance between lecturer's attitude and gender, and their understanding and age which $p < 0.05$. Environment, economy and social are the dimensions of SD that may require knowledge, positive attitudes and willingness of the lecturers to realize Education for Sustainable Development (ESD) in social science courses in UKM. Descriptive analysis illustrated that majority of the lecturers misunderstand the concept of SD in that they thought SD is about economic development and environmental needs is more important than human needs. Conversely, they have positive attitudes towards SD and believe that SD is good. Most of the lecturers are willing to integrate SD elements in their courses. In conclusion, lecturers of social science courses have positive attitudes towards SD and willingness to integrate it in their courses, but they misunderstand the real meaning of SD concept which has three dimensions (i.e., environment, economy and social).

Keywords: Sustainable Development (SD), Education for Sustainable Development (ESD)

PS 2 (T 5-6): Professionalism in Medical Education: A Review.

Abdus Salam[1], Rabeya Yousuf[2], Harlina Halizah Siraj[1], and Nabishah Mohamad[1]

[1]medical Education Department, [2]pathology Department

Faculty Of Medicine, Ukm Medical Centre, Jalan Yaacob Latif, Bandar Tun Razak, Cheras 56000, Kuala Lumpur, Malaysia, salam@ppukm.ukm.my / salabdus@gmail.com

Many people used the word 'professionalism' differently for different reasons. Professionalism is easy to recognize but difficult to define. Nevertheless, there are fundamental elements of professionalism. Medicine is a profession that requires high standards of behavior. The purpose of this paper is to identify the concepts of professionalism and put emphasis on the practice of fundamental elements of professionalism especially by medical faculty to promote professionalism in tomorrows' doctors.

The review was carried out using PubMed and other databases utilizing literatures between the years 1953 to 2010. The key words used to search the related articles were profession, professionalism, medical professionalism, elements of professionalism etc. All searches were limited to English language publications, after which a quality analysis was performed.

Professionalism is defined as a "promise to one's work to the promotion of public good". Orientation is toward service rather than personal profit. The fundamental elements of professionalism include altruism, accountability, excellence, duty, integrity and respect for others. Professionalism is an umbrella term used to refer the degrees to which the characteristics of the ideal professions are demonstrated. Medical educators have become concerned about the erosion of medical

professionalism because the attitudes and behaviors of practicing physicians, particularly the faculty, have an impact on the professional development of medical students. Medical students often receive conflicting messages between what they learn in the class room and what they observe in clinical setting.

Role modeling by teaching staff is acutely important in conveying professional values, attitudes and behavior. Medical educators especially the faculty should uphold the highest ethical standard of the profession by playing vital roles in educating, inspiring and guiding medical students. Medical schools required to implement formal teaching of professionalism aimed to relieve the erosion of medical professionalism.

Keywords: Professionalism, medical education, elements of professionalism

PS 2 (T 5-7): Professional Growth, Autonomy, and Commitment of Lecturers in Higher Education in Malaysia.

*Sahar Ahadi[1], Turiman Suandi[2], Maimunah Ismail[3], and Zoharah Omar[4]

[1, 2, 3, 4] Department Of <u>Professional Development And Continuing Education</u>, Faculty Of Educational Studies, Universiti Putra Malaysia, Malaysia, *Sahar_ahadi1@yahoo.com

The purpose of this paper is to explore the contribution of autonomy and professional growth towards commitment of lecturers in higher education institutions. The authors attempt to discuss the extent of autonomy and professional growth of lecturers in research universities affect their commitment to the university and the department they affiliated with. Instrumentation included the autonomy and professional growth components of Faculty Participant Empowerment Scale (FPES) and Organizational Commitment Questionnaire (OCQ). Data was collected via the distribution of 400 questionnaires among lecturers in four research universities in Malaysia. Descriptive analysis shows the level of autonomy and professional growth of lecturers towards their research and teaching responsibilities. A simple regression was done, and the results provide evidence of a positive association between both predictors (professional growth and autonomy) and organizational commitment. The model shows that 23% of variance of organizational commitment is explained by autonomy and professional growth predictors. This study supports the results of previous research; therefore these two concepts need special attention as to install lecturer's rights in academic environment for more effective outcomes in higher education.

Keywords: Professional growth, autonomy, higher education, ethics and professionalism in education

12.45-14.00: Lunch

14.00-16.15: Parallel Session 3 (PS 3)

Theme (T) 3: Ethics and Professionalism at the Workplace
Chair: Assoc. Prof. Dr. Khalim Zainal

PS 3 (T 3-1): Participation Rate by Gender in Malaysia's Workforce

Suhaida Mohd Amin*, Mohd Faizal P. Rameli**
Universiti Teknologi MARA, Melaka, Malaysia, *suhaida294@bdrmelaka.uitm.edu.my, **faizal061@melaka.uitm.edu.my

Workforce or Labor force is a key component in long term economic growth, almost as important as productivity. A common theory in modern economics claims that besides the economic variable, there are other factors of an institutional, legal or attitudinal nature which can explain the changes in participation rate of labor. In the West, during the latter half of the 20th century, the labor force participation rate increased significantly, largely due to the increasing number of women entering the workplace. Most studies indicate that male labor force is quite intensive to change in wage rate whereas female labor force is fairly responsive to change in wage rate. However, secular trend shows that while the number of labor force increases due to the increase in population, labor force participation rate for male and female does not have significant relationship. This paper will give an input on who/what is involved in the labor force and the labor force participation rate, the secular trend of labor force participation rate and factors contributing to the decline or rise in this indicator. In addition, this paper will focus on the labor force participation rate by gender in Malaysia from year 1982 to 2009.

Keywords: Work force, Labor Force, Labor force participation rate, gender, Malaysia

PS 3 (T 3-2): Mediating Role of Perceived Organizational Politics in Relating Job Characteristics to Morale

[1]Dr. Mahmood A. Bodla, and [2]Rizwan Qaiser Danish
[1]Director, COMSATS Institute of Information Technology, Lahore, Pakistan <u>director@ciitlahore.edu.pk</u>, [2]Lecturer, University of the Punjab, Gujranwala Campus, Pakistan PhD Scholar, COMSATS Institute of Information Technology, Islamabad, Pakistan, <u>rdanish2000@yahoo.co.uk</u>

Organizational politics has been perceived to be an integral part of every work organization. Moreover, the perceptions of employees about the organizational politics are considered to have a significant influence on the morale of employees. However, the nature and degree of this influence may differ from job to job and individual to individual.

Thus, the present study tries to investigate the mediating role of organizational politics in between the job characteristics and morale of the employees. Job characteristics included in the study are job ambiguity, skill variety, feedback, and autonomy whereas the morale is a composite construct of job satisfaction and affective commitment. The empirical evidence is based on the national level sample data as collected through self administered questionnaires from executives of multitude of Pakistani industries such as health, manufacturing, energy, financial services, education, telecommunication, and information technology. The sample comprised of 577 respondents. Structural Equation Modeling was used to analyze the fitness of casual relationship. Several practical implications are drawn to benefit the practicing managers.

Keywords: Job characteristics, morale, job satisfaction, affective commitment, organizational politics

PS 3 (T 3-3): Professionalism and Ethics: Is the Judiciary Doing Enough to Give Maintenance to Women?

Taslima Monsoor
Professor of Department of Law, University of Dhaka, Dhaka 1000, Bangladesh and former Research Scholar, Department of *Shariah* and Law, Academy of Islamic Studies, University of Malaya, Malaysia, taslima_monsoor@hotmail.com

The article aims to evaluate the potentiality of *Sharia* law for better protection of women in relation to her rights of maintenance. The impact of legal practice is revealed by the court cases, from which the views of the judiciary about the application of the laws for the empowerment of the women of Bangladesh can be analysed. An investigation of the academic creative writing of different jurisdictions of Bangladesh projects that the legislation is widely accepted and hardly questioned. The main problem is the implementation of the Law. In view of our premises, we shall need to focus particularly on the question whether judges are protecting women from abuse and exploitation or giving justice to them.

Keywords: Maintenance, muslim women, Islamic law, Bangladesh

PS 3 (T 3-4): Unethical Leadership

Zaharah Hassan, Abu Daud Silong, and Rozita Ibrahim

Values, ethics and leadership are closely related. Unethical leader will lead the organization to failure. This paper reviews a number of literatures regarding values and leadership to identify issues relating to individual and organizational values that influence leaders behaviour and organization performance. The paper also provides an overview of servant leadership theory because values constitute the foundation of this theory.

Keywords: Leadership, values, ethics

Theme (T) 4: Ethics and Professionalism in Governance, Business and Social Responsibility

Chairs: Prof. Dato' Dr. Mohd Yusof Haji Othman, and Prof. Dr. Khairul Anwar Mastor

PS 3 (T 4-1): The Influence of Organizational Ethical Climate, Religiosity and Knowledge of Ethics on Ethical Judgments – A Study on UiTM Kelantan Accounting Students

Maheran Zakaria, Junaidah Hanim Ahmad, and Nazmi Mohamed Zin
Faculty of Accountancy, Universiti Teknologi MARA Kelantan, Malaysia, jun372@kelantan.uitm.edu.my

The public has been dismayed and angered by the catastrophic collapse of giant corporations throughout the world such as Enron, Xerox, WorldCom, Parmalat, Tyco and Barings Bank, which resulted from a succession of financial scandals. Such unfortunate scandals have also happened in Malaysia, such as those involving Transmile Group, Perwaja, Southern Bank and Technology Resources Berhad. The fact that these scandals are becoming more frequent these days has spurred interest in studies of ethics to investigate the underlying factors of ethical judgments. Though there may be many factors which can affect ethical judgments, this study focused on three, namely organizational ethical climate, religiosity and knowledge of ethics. Three hypothesized relationships were tested using a sample of 260 UiTM Kelantan accounting students. The results derived from the regression analyses indicated that only knowledge of ethics and religiosity are strongly associated with ethical judgments. The findings of this study provide insights on the importance of knowledge of ethics and religiosity in enhancing ethical judgments.

Keywords: Organizational ethical climate, religiosity, knowledge of ethics, ethical judgments

PS 3 (T 4-2): Ethics in Advertising from the Perspective of Religious Scholars: A Qualitative Insight

[1]Assoc. Prof. Dr. Maznah Che Ghazali, and [2]Mohammad Noorizzuddin Nooh
[1]Faculty of Business Management, UiTM Shah Alam,
[2]PhD Candidate, Faculty of Business Management, UiTM Shah Alam, noorizzuddin@usim.edu.my

Advertising is one of the most integral parts of a business entity. Organizations all around the world spend billions of dollars every year to promote their products and advertising is one of the tools to promote their product globally. As businesses transcend across border, the role and magnitude of advertising expenditure have expanded thus require a close examination in terms of its roles and functions. The introduction of new technologies has set a new playing field in which advertisers have to be up-to-date with new media such as advertising through web sites and also through mobile phones. It

is considered to be one of the essential marketing tools which have been proven to be effective in capturing new customers and creating brand image. Advertising in the new millennium has raised substantial concerns among religious scholars particularly in the issues of unethical advertising. The author has conducted several qualitative interviews among Malaysian Islamic religious scholars in order to understand their concern on these issues and also to gauge qualitatively on their views on Islamic advertising ethics. The paper discusses the religious scholars' views on the Malaysian advertising industry in general, its effect on children, teenager, and adults, roles of the government, society and advertising practitioners in improving the current situations, the foundations of Islamic ethics, roles of advertising in Islam, conflicts between current advertising practices and Islamic teachings, and also the ideal roles of advertising in the society.

Keywords: Ethics, advertising ethics, Islam, Islamic advertising ethics

PS 3 (T 4-3): Ethical Issues in Corporate Governance Principles: With Reference to Directors' Duties

[1]Dr. Halyani Hj. Hassan, and [2]Ahmad Ibrahim
[1]Assistant Professor, Private Law Department, [2]Kulliyyah of Laws, International Islamic University, Malaysia, halyani@iiu.edu.my

Corporate governance is about how a company is being controlled and managed in the interests of its shareholders and stakeholders. Codes of corporate governance embody rules of conduct and best practices which are directed to the controller of the company i.e. the board of directors. Corporate governance principles have been introduced to enhance accountability and transparency in a company. In most circumstances these are reflected in the duties and responsibilities of the directors as stated in the relevant statutory provisions. On the other hand, ethical issues in business corporations relate with integrity, honesty and fairness. This paper intends to highlight and examine the ethical elements in those statutory provisions which have been legislated based on corporate governance principles. The study would be focused on directors' fiduciary duty and duty of care. It would look beyond corporate social responsibility practices which have often been described as company's ethical duty. It is perceived that those duties stated in the statutory provision had imposed ethical behavior upon the directors. Hence, the corporate governance principles which emphasis on accountability and transparency had actually been mooted from values such as integrity, honesty and fairness. The main terms of reference of this paper are corporate governance principles, directors' duties and ethical issues. Research methodologies adopted are doctrinal and statutory analysis.

Keywords: Corporate governance, director's duties, ethical issues

PS 3 (T 4-4): Ethicality of Behaviors and Collection of Information Sources for Better Competitiveness

Anita Ismail[1], and Mazlina Mamat[2]
[1]Centre for Core Studies and International, Universiti Sains Islam Malaysia, Bandar Baru Nilai, 71800 Nilai, Negeri Sembilan, Tel: 012-2664129, 06-7988000 – 6342/6367, Corresponding author, email: anitaismail@usim.edu.my / anita_alya@yahoo.com, [2]Universiti Teknologi Mara, email: mazzlinna@yahoo.com, Tel: 019-25311886

Ethics are ground rules and guidelines set forth by an organization that all employees within the organization must follow in carrying out their daily business activities. The ethical guidelines typically issued by an organization can range from a simple statement of the company's commitment to the highest standard of behaviour, to a multi page document of specific guidelines and examples that leave little doubt in the reader's mind about what is and is not permitted. Therefore, ethical guidelines on the information collection should ideally be practiced by all employees. The way an organization collect competitive information can clearly be different between ethical and unethical intelligence practices. The nature of strategic decision-making requires organizations to make decision under uncertainty. To help reduce uncertainty, organizations procure, analyse and use information sources. As competitiveness gains significant acceptance throughout the business world, it is increasingly important to understand how it can be managed efficiently and applied by organizations to become more flexible and responsive to increasingly volatile environments. Like other business functions and processes, information sources provide value by affording a firm with capabilities for competitiveness. A good collection of information sources system prepares managers to deal more effectively with their global environments and to make better competitive strategies. This paper will focuses on the ethicality of behaviours and how it will influence the collection of information sources. This research is expected to produce the following output: New findings and knowledge that benefited the researchers and managers in organizations that emphasize the strategic importance of collection of information sources.

Keywords: Ethics, collection of information sources, competitive strategies

PS 3 (T 4-5): Corporate Social Responsibility in the Oil Palm and Palm Oil Production Chain in Johore, Malaysia

Er, A.C.[1], Abd. Rahim Md. Nor[2] and Katiman Rostam[3] , School of Social, Development and Environmental Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia, 43600 Bangi, Selangor Darul Ehsan, Malaysia, *Corresponding Author*: [1] Er, A.C., eveer@ukm.my

The aim of this paper is to evaluate Corporate Social Responsibility's environmental initiatives undertaken by selected players in the oil palm and palm oil chain and their impacts on sustainable development. As the oil palm and palm oil production chain consists of a number of sub-sectors, the focus of this paper is on oil palm cultivation, palm oil milling, palm kernel crushing, refining and oleochemical production. The research method is via a case study with expert key informants from selected sub-sectors. This is also aided by observation that helps to verify and supplement additional information. The upstream sub-sectors, namely cultivation and milling face the most environmental challenges. The destruction of natural forests and in tandem the loss of flora and fauna did not occur within and in the immediate vicinity of Iskandar Development Region as the old rubber trees were replanted with oil palms. Good agricultural/agronomic practices help in preserving and preventing environmental degradation. Milling generates the most amounts of wastes. For plantation-based mills, the treated palm oil mill effluent and empty fruit bunches are applied for cropland application. However, for independent mills, the treated palm oil mill effluent is discharged into receiving waterways and the empty fruit bunches are sold to third parties. Fibres and shells are used as solid fuel for the steam boiler. The downstream sub-sectors are crushing, refining and oleochemical production. Crushing generates no waste whereas refining and oleochemical production generate very little wastes. The wastes are effectively treated with existing technology. As such, Corporate Social Responsibility is very much in evidence in oil palm cultivation. Zero Waste for plantation-based mills also reflects the wholesome adoption of Corporate Social Responsibility and to a lesser extent for independent mills. Corporate Social Responsibility is easily attainable for crushing, refining and oleochemical production as very little wastes are generated.

Keywords: Corporate social responsibility, oil palm cultivation, palm oil milling, sustainable development

PS 3 (T 4-6): The Influence of Culture on Perceived Ethical Problems and Ethical Judgments

Maheran Zakaria
Universiti Teknologi MARA, Kelantan, Malaysia, maher835@kelantan.uitm.edu.my

Malaysia is a multi-cultural country and its culture is a mixture of three major ethnic groups namely the Malays, Chinese and Indians. These ethnic groups live side by side, while maintaining their separate identities and unique cultures. Many believed that culture plays an important role in determining what is considered ethically right or wrong. This guides the study to examine whether the culture practised by the three ethnic groups influences its members in perceiving ethical problems and forming ethical judgments. A total of 880 questionnaires were distributed to business students in public institutions of higher learning in Malaysia. Approximately 524 respondents participated in this survey. The findings show that culture is strongly associated with perceived ethical problems and ethical judgments. Perceived ethical problems are also strongly related to ethical judgments. The hierarchical multiple regression results indicate that perceived ethical problems mediate the relationship between culture and ethical judgments. Hence, understanding the culture values of each ethnic group could provide better insight in enhancing ethical judgments.

Keywords: culture, perceived ethical problems, ethical judgments, business students

PS 3 (T 4-7): Analysis of the Ethical Aspects of Genetically Modified Food in Academic Writing

Mohd Fadhli Hamdan[1], Latifah Amin[1], Mus Chairil Samani[2], Roosfa Hashim[1] , and Nurina Anuar[3]
[1]Centre for General Studies, [2]Faculty of Social Sciences and Humanities , [3]Faculty of Engineering and Architecture, Universiti Kebangsaan Malaysia, 43600 UKM Bangi, Selangor, Malaysia, E-mail: fadhlihamdan@yahoo.com

Biotechnology application on foods raises questions among the scientists and other group of interests. Ethical concerns in the methodology being used in analyzing, assessing, and experimenting with genetically modified food or organisms are a few examples of reoccurring debates. Questions such as whether genetically modified (GM) food or crops could cause harm to human health, environment, and socioeconomic are being argued in numerous academic writings. Thus, it is important for us to observe how these issues are being discussed and presented to the public through the academic writings available. Furthermore, ethical questions are much related to this study since GM food technology alters the 'nature' of the food genetically while its potential harm yet to be understood. A content analysis is a relevant approach to analyze the pattern of development in GM food issues throughout a selected period of time. The main objective of this

study is to observe the extrinsic and intrinsic concerns raised by the technology application. The study focuses on two selected GM food: GM soybean and GM corn. Journals related to these two GM food products will be analyzed for specific themes such as risks and benefits to human health, environment and socioeconomic, ethical aspects of GM food, profiling of the authors and funders, and other important information that could be gathered in the reading process. High impact and index journals related to GM food from 2000 to 2009 will be the scope of the study. The study will definitely help us to see the development of ethical issues on GM food for the selected period of time and hopefully give us an idea on how those issues are being addressed and discussed by the responsible bodies through the academic writings.

Keywords: Genetically modified food, ethical issues, human health, environment, socioeconomic

PS 3 (T 4-8): The Adequacy of Professional Ethics in Governing Auditors

Loganathan Krishnan
Department of International Business, Faculty of Accountancy and Management, University of Tunku Abdul Rahman, Bandar Sungai Long Campus, Lot PT 21144, Jalan Sungai Long, Bandar Sungai Long, Kajang, 43000, Selangor, Malaysia, loganathan@utar.edu.my

Duties and obligations of auditors are pivotal as they are under a duty to report on a company's financial affairs to the shareholders. Hence, every company must ensure there is an auditor's report attached to its financial accounts. However, in order for the auditors to give a true and fair view of the company's affairs in the auditor's report, they must be independent and competent. Additionally, the duties and obligations of an auditor involve more than just merely forming an opinion as to the trust and fairness of a company's financial statements. In view of this, the body responsible for the governance of auditors' i.e. Malaysian Institute of Accountants (MIA) has devised standards and guidelines under the Financial Reporting Act 1997 to guide auditors as to what is expected of them in giving a true and fair view of the company's affairs. Thus, this study examines the auditing standards and guidelines issued by MIA to determine the extent it encompasses the requisite professional ethics. The study then focuses on whether the standards and guidelines are inclined towards the interests of the auditing profession or do they take into account the interests of the stakeholders. The study then examines whether the compliance to the auditing standards and guidelines issued by the MIA show that the auditors have acted professionally and ethically to the extent they have discharged their role and duties in accordance with the law. The study shows that MIA does take much initiative to issue appropriate standards and guidelines. Nonetheless,

there are still scandals involving auditors. Thus, the MIA must take a more proactive role in regulating the conduct of the auditors. Their role should not be inclined to the members of their profession. They must take into account the interests of the stakeholders.

Keywords: Auditors, professionalism, ethics

Theme (T) 5: Ethics and Professionalism in Education

Chairs: Prof. Dr. Lilia Halim, Dr. Ngo Thi Tuyen, and Assoc Prof. Dr. Mohd Arip Kasmo

PS 3 (T 5-1): Knowledge Sharing Practice in Organization

[1]Muhamad Saufi Che Rusuli, and [2]Rosmaini Tasmin
[1]Library of Universiti Tun Hussein Onn Malaysia, 86400 Parit Raja, Batu Pahat, Johor. Malaysia, msaufi@uthm.edu.my, [2]Faculty of Technology Management, Business and Entrepreneurship, Universiti Tun Hussein Onn Malaysia, 86400 Parit Raja, Batu Pahat, Johor, Malaysia, rosmaini@uthm.edu.my

The effectiveness of a knowledge sharing activities in organization has the potential of improving customer services, bringing new product to market and reducing cost of business operations. Recently, Information Technologies are often used in knowledge management in informing customers and employees of the latest innovation or development as well as sharing knowledge among the employees. In knowledge management, effective knowledge sharing is considered to be one of the most vital components of KM success. Knowledge sharing practice helps organization to improve performance and achieve their mission. However, many researchers and authors agree and disagree with each others about embedding knowledge sharing practice in workplace. Therefore, this paper discusses generally about knowledge sharing practices in organization to investigate whether knowledge sharing is practiced and embedded sufficiently in organization.

PS 3 (T 5-2): The Teaching of Ethics at KOE, IIUM

Nassereldeen Ahmed Kabbashi[1*], Abdi Omar[2], and Waleed F. Faris[3]

[1]Bioenvironmental Engineering Research Unit (BERU) Department of Biotechnology Engineering, Faculty of Engineering, International Islamic University Malaysia, Jalan Gombak, P. O. Box 10, 50728 Kuala Lumpur Malaysia, [2]Department of Science in Engineering; International Islamic University Malaysia, Jalan Gombak 50728, Malaysia, [3]Department of Mechanical Engineering; International Islamic University Malaysia, Jalan Gombak 50728, Malaysia, [1*]E-mail: nasreldin@iiu.edu.my. Tel: +60-3-61964524, Fax: +60-3-61964442

The universities and education face great challenges, most of them directly or indirectly related to science. Technological disasters, environmental degradation and growing social and economic imbalance between rich and poor have led to an increasing mistrust in science, often directed against the development and application of new technologies. This paper describes the Integration of Islamic Input Curriculum (**IIIC**). It begins by stressing that ethics cannot be separated from morality and Islamic attitudes and that the training of an ethical engineer is a long integrated involved and continuous process throughout the engineering course and not just teaching of ethical guidelines and rules. It describes the five-year from integration of Islamic Input Curriculum at Kulliyyah of Engineering IIUM which integrates Islamic universal values in the scientific, behavioral, and social aspects of engineering teaching. IIIC approach to teaching ethical issues is presented as a practical example of how the curriculum is employed. Most ethical issues are treated as legal issues for which the Law, *shariat*, provides general guidelines. The paper may have input on how one can increase the young scientist's ability to distinguish right from wrong and to take on social and environmental responsibility?

PS 3 (T 5-3): A Preliminary Attempt to Compare the Epistemological Frameworks of the Scientific Traditions in the West and in Islam

Dr. Norzakiah Saparmin
Department of Computational and Theoretical Sciences, Kulliyyah of Science, International Islamic University of Malaysia (IIUM), Jalan Istana, Bandar Indera Mahkota, 25200 Kuantan, Pahang, norzakiah@iiu.edu.my

Scientific activities are done with the assumption that the natural world is ordered through systematic laws that can be discovered by the human mind. Nature can be known in certainty apart from the perspective of the observer, and only then can science proceed. This dualistic vision of nature is widely accepted by the Western philosophy of science, but however, not without any objection. The first half of this paper then would delineate of how this scientific vision was first formulated by Descartes, and how it then later emerged as an epistemological problem and brought into a new insight by Kant. Many other philosophers then, especially the Romantics and the Existentialists such as Goethe, Hegel, Heidegger and the depth psychoanalyst Jung with his archetypal psychology tried to give a more integrated epistemology than the simple mathematical and dualistic vision that had been proposed by Descartes. All these attempts have a common belief that ultimately the relationship of man with nature, epistemologically, is participatory, instead of dualistic. We will delineate further as a general overview, and by using Jungian archetypal psychology as our base, of what does participatory epistemology mean. On the other hand, in the second half of the paper, we will focus on how Islamic epistemology responds to this Descartes dualistic vision and we will see of how Islamic epistemology had already proposed a complex resolution in order to overcome this dualistic vision without overthrowing the basic hierarchy that separates man and nature. Our main source of reference is Professor Syed Muhammad Naquib al-Attas's philosophy of science in Islam which we believe is enough to fulfill the purpose of our paper.

PS 3 (T 5-4): Introducing Quality As A General Education: An Effort to Produce Quality Conscious Professionals.

Ahmad Zamri Mansor
Centre for General Studies, Universiti Kebangsaan Malaysia, 43600 UKM Bangi, Selangor, Malaysia, azamri@ukm.my

General Education is the education that one needs in order to successfully live in his or her modern society. Any general education program should reflect the needs of the society. One of the aims of general education in UKM is to equip students with necessary knowledge in order to make significant contribution to the modern society. The knowledge should reflect the needs of the society. This is manifested in the Malaysian vision to be a fully developed nation. To realise the vision, Malaysia needs quality conscious professionals. The concern about inculcating quality conscious value is translated into the introduction of Quality Management as a general education course in UKM. One of the areas identified as not only important but also relevant is the introduction of quality concepts. Hence the course "Basics of Quality Management" is introduced in May 1999. This represents an important effort in producing quality conscious professionals who will be able to utilise the knowledge for the betterment of the organisation and society. The paper discusses the implementation side of the course in the context of general education. The author also wishes to have some inputs and suggestions from the conference participants regarding the course coverage. The objective here is to update the course content in

order to create quality-conscious graduates who are able to meet or exceed standard set by quality-conscious organisations.

PS 3 (T 5-5): Ethics in Islam: A Critical Survey

Prof. Dr. Mohd. Nasir Omar
Department of Theology & Philosophy, National University of Malaysia, 43600 Bangi, Selangor, Malaysia, Email**:** abunasir@ukm.my

In Islam, ethics (*akhlaq)* is inseparable from religion and is built entirely upon it. Naturally, therefore, the Qur'an and the Sunnah are the ultimate sources for Muslim ethics. The books on *adab* (*good manners*) and *makarim al-akhlaq (noble qualities of character),* which have embodied the earliest works on ethics in Islam demonstrate the extent to which they utilize the Qur'an and the Sunnah. However, early Muslim discussions on ethical philosophy, such as those by al-Kindi (d.874), al-Farabi (d.950) and Ibn Sina (d.1037), did not attain to the status of a discipline though invariably serving as an introduction to their wider studies on politics, law and other fields of knowledge. Miskawayh (d.1030), through his famous ethical work on ethics, *Tahdhib al-Akhlaq,* was the first Muslim moralist to have separated ethics from other disciplines, offering a very thorough analytical system of Islamic ethics. Thus, this qualitative study which applies conceptual content analysis method seeks to make a critical survey of the development of ethical thought in Islam.
Keywords: Ethics, *akhlaq*, Islamic ethics, Miskawayh's *Tahdhib al-Akhlaq*

PS 3 (T 5-6): Reconstructing Sustainable Approaches in Architecture Education

Lesson from Critique Session experience of Architecture Studio Program

Nangkula Utaberta[1], Badiossadat Hassanpour[2], Nurakmal Goh Abdullah[3], Mazlan Mohd Tahir[4], and Nurhananie Spalie[5]
[1]Senior Lecturer, Architecture Department, Faculty of Engineering & Built Environment, National University of Malaysia (UKM), Email: nangkula_arch@yahoo.com, PhD Student in Architecture Department, Faculty of Engineering & Built Environment (UKM), Email: badieh.hassanpour@gmail.com, [3]Professional Architect and Senior Fellow at Department Architecture Department, Faculty of Engineering & Built Environment (UKM), Email: akmal.goh@gmail.com, [4]Professional Surveyor and Senior Lecturer at Department Architecture Department, Faculty of Engineering & Built Environment, (UKM), Email: designaar@gmail.com, [5]Research Assistant, Department Architecture Department, Faculty of Engineering & Built Environment UKM, Email: nemo_k2h2@yahoo.com

In today's world, as the concern is all about sustainability, and efforts are geared to troop all human needs with less destructive and negative effect on next generations' portion of earth resources, education on sustainability can play an important role. Indeed, if education system is able to have a positive impact on its' inputs, then it can import its influence to the whole society via its outputs. In art and architecture this influence would be multiple and multilateral because students are the future designers and peoples' life will be influenced by them. Education is completely linked by spiritual and mental aspects and has direct effect on thoughts and ideas; it can even make a pattern and line behavior for humans' life. So we ought to pay more attention to education phenomenon. In today's architectural educating system, design studios is prevalent or probably the only way for teaching and learning which based on lectures and critique sessions could take place. Critique sessions in contrast with usual lecture classes are new experience for students – they are presented with a new learning environment which expects them to expose themselves to critiques by others, and expect them to learn how to find creative solutions and how to create innovative outcomes. And finally their performance will be assessed in this way too. As the domain of design requires creative thinking more than other abilities, the criteria used in assessment have been ambiguous. The emphasis on the routine professional critique makes the critique sessions more important. Answering to questions "How to better accept" or "how to react" on what we face in critique sessions, beside different cultures, backgrounds and even different learning styles is the goal of this paper. To achieve this target, first of all, we study the different critique categories in architecture education, and secondly we explore the dissatisfaction points of students and instructors in Malaysia, and finally we compare it with reasons of Iranians dissatisfaction from critique sessions, consequently we found the similarities and the differences. Additionally, we give some suggestions to upgrade the existing system.
Keywords: Sustainable approaches in design, critique session, architecture studio

PS 3 (T 5-7): Students' Procedural and Conceptual Understanding of Mathematic.

Nor Hasnida Che Md Ghazali[1], and Effandi Zakaria[2]
[1]B.B.Bangi, Selangor, Malaysia, E-mail: hasnida@tpm.com.my, [2]Department of Educational Methodology and Practice, Faculty of Education, Universiti Kebangsaan Malaysia, Selangor, Malaysia, E-mail: effandi@ukm.my

The goal in mathematics has shifted towards an emphasis on both procedural and conceptual understanding. The importance of gaining procedural and conceptual understanding is aligned with the objective of mathematics education in Malaysia as to expose the teachers and students about skills, methodology and explanation about mathematics. This study sought to investigate students' procedural

and conceptual understanding regarding algebra. The study also examined the relationship between mathematics procedural understanding and conceptual understanding. Using a survey method, the study was carried out on 132 students from lower secondary schools. The instrument used was the algebra test which contains 14 conceptual and procedural items. The data was analyzed descriptively based on percentage, mean and standard deviation to determine the students' procedural and conceptual understanding of mathematics. The Pearson correlation was used to determine a significant correlation between procedural and conceptual understanding. The findings revealed that the students' level of procedural and conceptual understanding is average. They had a higher procedural understanding gain than conceptual understanding gain. Furthermore, there was a significant relationship between mathematics procedural understanding and conceptual understanding. These findings reveal the need for appropriate strategies and approaches that boost both types of learning in mathematics to help students become more mathematically literate.

Keywords: Procedural understanding, conceptual understanding, algebra, mathematics

PS 3 (T 5-8): Religious Personality and Delinquent Behavior of the Muslim Youth in Selangor

Siti Syaznira Muhamad, Fazilah Idris, Hasnan Kasan, and Khairul Anwar Mastor
Centre for General Studies, Universiti Kebangsaan Malaysia

Today, we found many social-alarming headlines in the newspapers – babies being thrown away, murder, rape, robbery, drug abuse, bribery and much more. Such criminal cases are indicators of moral and value deterioration among our citizens. These problems will affect our country's development if it is not controlled. This paper discusses the preliminary finding regarding the study of religious personality and delinquent behavior of the Muslim Youth in Selangor. The causes of Muslim youth getting involved with delinquent behavior, the relationship between religious practice and delinquent behaviour, and the factors that causes delinquent behavior are identified. Forty (40) questionnaires have been distributed to students who study at National schools and another 40 to students who study at Islamic schools. The collected data is analyzed using SPSS/PSAW 17.0 to obtain the percentage and correlation. Preliminary finding showed that youths with religious personality performed less delinquent behavior.

Keywords: Religious personality, delinquent behavior, youth

PS 3 (T 5-9): Embedding Ethical Skills: Classroom Experience

Zuraini Ismail[1], Maslin Masrom[2], Dayang Suhana Hamzah[1,] Nik Maria Nik Mahmood[3], and Suzana Abidin[3]
[1]UTM Advanced Informatics School, University Technology Malaysia, *International Campus*, Jalan Semarak, 54100 Kuala Lumpur, Malaysia, zurainisma@ic.utm.my, [2]UTM Razak School of Engineering and Advanced Technology, University Technology Malaysia, *International Campus*, Jalan Raja Muda Abdul Aziz, 50300 Kuala Lumpur, Malaysia, maslin@ic.utm.my, [3]UTM SPACE Full-Time Program, University Technology Malaysia, *International Campus*, Jalan Semarak, 54100 Kuala Lumpur, Malaysia, maria@ic.utm.my, sue@ic.utm.my

The need for ethical behavior among computer professionals was already recognized by many in the late 1960s. Many voices say that educational system ought to do something about it. This paper aims to define the components and attributes of ethics in teaching and learning for Computer Science students and educators' evaluation method concerning their students' ethical level. Evaluation is a systematic effort designed and implemented to produce maximally useful evidence to generate knowledge about this research. A study was carried out in one of the established Malaysian Higher Learning Institution. This study undertook a qualitative study in which data were collected using semi-structured interviews with the Computer Science lecturers teaching associate degree students. The findings of this study revealed the major ethics components and attributes that lecturers should embed in their lectures. This study also proposed a conceptual framework based on the components outlined. Evaluation method used by the lecturers was identified in order to assess their students' ethical attitude in the class. This on-going research will further with the development of scenario-based prototype so as to give depiction on students' behavior whether it be ethical or unethical.

Keywords: Ethics values, assessment, teaching and learning.

PS 3 (T 5-10): Ethics and Professionalism of Teachers in the National Education

Assoc. Prof. Dr. Khalim Zainal
Pusat Pengajian Umum, and Institut Kajian Rantau Asia Barat (IKRAB), kz@ukm.my

Education is the primary means in building the human capital of a country. It cannot be stressed enough that a country should make education her top priority due to its crucial role in a country's progress. At 52 years of independence, Malaysia should be showing maturity in the governance of the education system. However, education in Malaysia seems to be needing a shift in order to be on par with that of developed countries. Educators are demoralized by

frustrations over their often-ignored welfare, inadequate infrastructure and red tape in the education system itself. This paper aims to highlight issues associated with teachers' increasing workload, their welfare and their apparent status decline in society. All these issues present a challenge to the credibility of the teachers ethically and professionally in carrying out a very noble task of educating.

Keywords: Education, teacher's welfare, infrastructure, administration.

PS 3 (T 5-11): 'Ship' and Its Function: An Approach according to al-Quran.

Asmar Abdul Rahim, and Mahmud Zuhdi Mohd Nor

16.15-17.00: Conclusions and the Way Forward for Ethical Societies by:

- Prof. Dr. Darryl Macer (ICEP Joint Chairperson), Regional Adviser, the Regional Unit for Social and Human Sciences in Asia and the Pacific (RUSHSAP), UNESCO, Bangkok.
- Assoc. Prof. Dr. Latifah Amin (ICEP Chairperson), Centre for General Studies, Universiti Kebangsaan Malaysia.

Closing Ceremony

17.00-17.30: Tea Break

Poster Presentations (PP)

PP-1: Bio-45D Machine (Bio-Diesel Processing Machine from Waste Cooking Oil)

[1]Jamil Abdul Baser, [2]Mohd Salleh Tahar, and [3]Khairul Fahmi Ali
[1]email:jamil@uthm.edu.my, [2]email: hjcond@uthm.edu.my, [3]email:khairulf@uthm.edu.my), Faculty of Technical Education, Universiti Tun Hussien Onn

Chips-based food enterprise utilising banana, cassava and sweet potatoes as their materials are most popular among the Malay community. The materials are sliced in small pieces and then fried with cooking oil. Most of the Small Medium Entrepreneur Industries (SMEI) used petro-diesel as fuel for stove and boiler at their premises. The commencement survey shows that SMEI in Batu Pahat, Johore (Malaysia) tossed away the saturated cooking oil as waste. Researchers noted that this phenomenon could be avoided by creating a machine which will convert the saturated cooking oil to biodiesel which can be used to fuel stoves and boilers. The design of Bio-45D machine was applied based on the ADDIE Model and a principle of liquid flows through gravity with the control of Digital Relay Timer and Electrical Relay in order to execute five basic processes of producing biodiesel. The processes involved were pre-heating, mixturing

between 20% of Methanol and 5% of caustic soda (Natrium Hidroxyde) at controlled temperature of 60°C -70°C, precipitating of glycerin and the deportation of 6-8% of glycerin silt which producted at the bottom of main reactor. In turn, Bio-45D Machine can produce more than 90% biodiesel and is hoped to avoid waste by recycling the used cooking oil to biodesel and can be used as fuel for boiler and stove for SMEI. This product has been tested and showed its effectiveness in helping preserve the environment from pollution caused by waste cooking oil. What is most important is the contribution to local communities in maximizing the use of resources as well as reducing waste.

PP-2: Bioethics in Tissue Engineering in the Muslim World

Munirah Sha'ban
Department of Basic Health Sciences, Kulliyyah of Allied Health Sciences, International Islamic University Malaysia, Jalan Sultan Ahmad Shah, Bandar Indera Mahkota, 25200 Kuantan, Pahang Darul Makmur, Malaysia, Email: munirahshaban@iiu.edu.my

The multidisciplinary field of tissue-engineering was born as a means to restore or replace diseased tissue with new living tissue that is designed or constructed to meet the needs of each individual patient. Scientific advances in biomaterials, stem cells, growth factors, and biomimetic environments have created opportunities to reconstruct tissues from combinations of engineered scaffolds, cells and biologically active signaling molecules. Accordingly, advanced developments in tissue-engineering have yielded a novel set of engineered tissue implants and treatment approaches. The demand for these tissue-engineered products may increase significantly, but, the progress has been slow due to scientific and technical difficulties that subject to a wide variety of philosophical, religious and ethical challenges, and economic viewpoints. One major concern is that, there are on-going debates on certain aspects that seem to indicate that man may be playing God. On the other hand, *Islam* encourages seeking remedy and treatment as the Prophet (p.b.u.h) is reported to have said: "*There is a cure for every illness, though we may not know it yet*" [Al-Bukhari]. Therefore, deliberations on tissue-engineering must include the religious and ethical perspectives since there are still many grey areas that require the Islamic input. Religious and ethical discourses should be initiated between scientists, ethicist and Islamic scholars (*ulama'*) since we are lacking of Islamic establishment in the area of bioethics in local and global community. In terms of basis of Islamic society, there is a need for discussion; *ijtihad* is a concept which gives flexibility to examine and adopt new scientific developments and resolve issues in the light of two major sources of *Islam*; the *Al-Qur'an* and *As-Sunnah*. Through the discussion, tissue-

engineer scientists would be able to constantly enlighten *ulama'* on the technology developments, whilst *ulama'* could convey the essential Islamic input on each aspect of developments. Hence, it is clearly significant that *ulama'* must first understand tissue-engineering technology and its' processes. The outcome of the discussion will indeed influence tissue-engineering progress; the conditions for its acceptance or the grounds for its rejection. Eventually, it is the general society who will benefit the most from this scholarly 'win-win' meeting of minds.

Keywords: Ethics, tissue engineering, biotechnology, Islamic perspectives.

PP-3: Comparison between Two Routes of Blood Transfusion among ICU Patients: A Single Center Study.

Chung Hsing-Chi
1F, No. 41, Ln. 8, Rongzong Rd., Zuoying Dist., Kaohsiung City 813, Taiwan (R.O.C), 886-7-3422121-7136), email: hcching@vghks.gov.tw,

The aim of this paper is to elucidate the influence on physiological indices of patient transfused blood from peripheral and central lines. The blood samples were collected from patients' transfused blood in four hours and not warmed in specific Intensive Care Medicine of Medical Center. A total of 41 patients and 81 blood samples were sampled. The descriptive and repeating measurement analyses were separately conducted by EPI-INFO software (Ver. 6.01) and the GEE program in SAS. The results indicated significant differences were found in diastolic and systolic pressure, breathing time, early ventricular contraction and condition for Oxygenation, and the positive physiological indices were obtained from peripheral line; the diastolic pressure, the systolic pressure, and the concentration of Oxygenation of patient transfused blood from the peripheral line were 3.3 mm Hg, 6.55 mm Hg, and 1.13 time per minute higher than ones from the central line, respectively; the early ventricular contraction and breathing time of patient transfused blood from the peripheral line were 0.33 time per minute and 1.13 time per minute lesser than ones from the central line. However, the temperature and pulsation were not significant between peripheral and central lines. Therefore, blood transfusion from the peripheral line for bedside patient was suggested.

Keywords: Blood transfusion, blood transfusion from peripheral line, blood transfusion from central   line

PP-4: Association between Placement of Water Cushions and Development of Early Signs of Pressure Ulcer among ICU Patients: A Single-Center Case Control Study.

Jui-Fen Tai
1F, No. 41, Ln. 8, Rongzong Rd., Zuoying Dist., Kaohsiung City 813, Taiwan (R.O.C), 886-7-3422121-7053), email: jftai@hotmail.com.tw

The purpose of this study was to investigate the relevance between the invasive arterial pressure measurement value and non-invasive blood pressure measurement value. A total of 1,186 blood pressure values from 144 patients were obtained. The statistical procedures applied in data management (by Excel) were descriptive statistics from EPI-INFO (6.01 edition). Repeat measurement analysis used Generalized Estimating Equations (GEE). The result indicated that there was significant relevance between these two kinds of blood pressure measuring methods. It indicated that the systolic , diastolic and mean blood pressure value of non-invasive blood pressure were equal to the systolic , diastolic and mean blood pressure value of invasive arterial pressure's 62 percent+ 31.9; 78.2 percent + 0.65; 70.6 percent + 6.2 before the monitor of invasive arterial pressure return to zero. The systolic pressure, diastolic pressure, mean blood pressure value of non-invasive blood pressure were equal to the same three items of invasive arterial pressure's 62 percent + 31.5, 85 percent -3.1, 73.6 percent + 6.2 respectively after the monitor of invasive arterial pressure return to zero. We therefore suggest that patients who already set the invasive arterial pressure line do not need to measure two kinds of blood pressure at the same time.

PP-5: Evaluation of Prevention the Peripheral Intravenous Therapy- Related Phlebitis with Liver Cirrhosis Patients at a Medical Center.

WU,YA-KE[1], Chiung-en,Tsai[2]﹑ Tai,Hsueh-Ping[3]
[1]RN, BSN, Kaohsiung Veterans General Hospital & Graduate Student, Kaohsiung Medical University,
[2]RN, BD, Head Nurse, Kaohsiung Veterans General Hospital﹑[3] RN, BD, Kaohsiung Veterans General Hospital, 10F.-6, No.58, Yichang Rd., Sanmin Dist., Kaohsiung City 807, Taiwan, accord67@ms42.hinet.net

The focus of this study is on the evaluation of prevention the peripheral intravenous therapy-related phlebitis. One hundred and seven (107) patients who had used two kinds of aseptic methods（A: 70% alcohol before and after injection; B: tincture of iodine and 75% alcohol before injection）were enrolled to set the peripheral intravenous catheter. We observed the insert point for 72 hours to record the phlebitis sings. The result indicates that there is no significant difference between two groups in the rate; type of sign; and the time of phlebitis appeared. The phlebitis rate of two groups both were raising in 72 hours, and the major sings were swelling and

redness. Because the using time of B group was double compared to A group, we suggest using 70% alcohol to set the catheter in an emergency.

PP-6: A study on Islamic Work Ethics and Organizational Commitment in Malaysia

[1]Norazuwa Mat, [2]Nor Nazliyah Zainol, Norsiah Mat, Ruslan Romli, [3]Jamsari Alias, and [4]Norazila Mat, [1]email: norazuwa@uum.edu.my, [1&2]College of Business, Universiti Utara Malaysia, [3]email: jamsari@ukm.my), [4]Universiti Kebangsaan Malaysia.

Organizational commitment emerged in the 1970's and 1980's as a key factor of the relationship between individuals and organizations. It has served as a major construct of research for investigating the ties that bind someone to a particular occupation in a particular organization. Although several distinct dimensions of commitment have been found, all of them represent a binding force that inspires individuals to actions that are relevant to both the organization and the individual. At this point, work ethic had been found to influence employees to be highly committed to their jobs. Whilst, for some organization, the implementation of Islamic work ethic is seem to be essential to build commitment among employees naturally. Islamic work ethic stands not for life denial but for life fulfillment and holds business motives in the highest regard. Consequently, it is more likely that those who believe in Islam and practice it tend to be more committed to their organizations and presumably more satisfied with their jobs. Thus, this present study is trying to examine the impact of Islamic Work Ethic (IWE) on Organizational Commitment. It tested the causal pathway between Islamic work ethic and organizational commitment using a structural equation modeling (SEM) procedure. A sample of 120 employees from public sector participated in this study. The results showed that IWE have a positive significant influence towards employee's commitment and at the same time drive the performance of organization.

Keywords: Islamic work ethic, organizational commitment, Structural Equation Modeling

PP-7: Validity and Reliability of Multiple Intelligent (MI) Item Using the RASCH Measurement Model.

Bishanani Omar

Multiple Intelligences has spread widely in educational institutions across the country through a series of revisions of the course curriculum of upper secondary education institutions. In addition to Intelligence Quotient (IQ), each individual has other important intelligence in solving problems of human life. This study was undertaken to produce empirical evidence of validity and reliability of the item using a questionnaire survey through Multiple Intelligences using Rasch Measurement Model. The questionnaire was conducted on 179 students from four schools in one of the districts, i.e. in Hulu Langat, with Multiple Intelligences instruments @ e-MyMICA. The validity and reliability of the questionnaire were obtained, and data were collected and analyzed using Rasch Model for polytomus data aided by Winstep software. The results showed that all the PTMEA CORR is in positive values, where an item is able to distinguish between the different abilities of respondents. Based on the MNSQ infit and outfit range, i.e. 0.60-1.4, the results of statistical data obtained suggested that of the 81 items 12 items from the instrument should be omitted.

Keywords: Multiple Intelligences, Rasch measurement model, item analysis, validity, reliability

PP-8: Validity and Reliability Measurement Item in Instruments Learning Style

Lim Liut Sun, and Prof. Dr. Datin Siti Rahayah Ariffin Fakulti Pendidikan, Universiti Kebangsaan Malaysia, email: lslil_727@yahoo.com

The purpose of this study is to produce empirical evidence of validity and reliability of Learning Style Instrument; this instrument has 60 items on a 7 points Likert Scale. A survey was conducted on 185 students of Postgraduate Teacher Course in one of the Institutes of Teacher Education. The data was analysed using Winstep software version 3.68.2 which applied Rasch Model based on Item Response Theory (IRT). The instrument reliability was examined by analyzing item and person reliability as well as the item and person separation index. The validity was examined by analyzing the point measure correlation and fit statistic. The findings showed that the items reliability were between 0.96 and 0.99 whereas the person reliability were between 0.71and 0.82. Items separation index were between 5-10 groups whereas person separation of six constructs is 2 groups. Point Measure Correlation for all items showed positive correlation. MNSQ infit/outfit (0.6-1.4) is used for omit and maintain item. The findings suggest 7 items should be omitted, and 53 items should be maintained to increase the validity and reliability of this instrument.

Keywords: Learning style, item analysis, validity, reliability, Rasch Model

PP-9: General Education and the Making of Well-Rounded Citizens: Listening to the Students' Voices

Rozita Ibrahim, and Zaharah Hassan,
Centre for General Studies, Universiti Kebangsaan Malaysia, eta@ukm.my

General education at tertiary level is a popular term that carries multiple meanings. It can refer to a common curriculum, or distribution of requirements or a condition for graduation. The concept of general education has been developed over a long time and it is now related to the curricular construct of breadth

requirements consisting of majors and electives. This paper will be focusing on the practice of general education at Universiti Kebangsaan Malaysia (UKM). In UKM, general education refers to the shared curriculum that reflects the university's aspiration while preparing students' with skills and competencies to function effectively in a modern society. General education at UKM aims at developing total personality of well rounded students and not merely preparing them for future careers. However, question arises on whether or not these noble intentions are successfully translated into practice? Do the students understand the meaning and purposes of general education? What hinders them from internalising the concepts of general education? These are among the questions that will be explored in this paper that aims to report some initial findings from a study on students' understanding of general education based on their expectations and experiences. Their perceptions as recipients of the educational system are important in determining whether or not the noble values of general education are successfully translated into practice. Finally, the author will share some insights on the implementation and effectiveness of general education from practitioner's point of view.

Keywords: Values in education, general education, liberal education, higher learning, Malaysia.

PP-10: *Khalifah* Concept and Muslim's Environmentally Ethical Behaviour (EEB): A Preliminary Review

Wan Syairah Hazwani Wan Petera, and Mashitoh Yaacob
Centre for General Studies
Pusat Pengajian Umum, Universiti Kebangsaan Malaysia (UKM), 43600 Bangi, Selangor, Malaysia, w.syairahhazwani@gmail.com, mash@ukm.my

In Islam, the entire universe is Allah's creation and human beings as part of the universe are special – a very particular creation of Allah. Muslims believe that Allah created humans to be guardians of His creation, in other words, *khalifah* – vicegerent or trustee of Allah. Therefore human beings have great responsibilities, among others are to ensure the balance and harmony of all creations, and to protect the environment from any form of corruption and destruction. Nonetheless, the discussion on the concept of *khalifah*, environmentally ethical behaviour (EEB) in Islam, and how influential is the *khalifah* concept on Muslim's EEB – such as pre-recycling, re-using and recycling activities – are rarely discussed. Thus, this paper reviews the existing literature on the definition of *khalifah* concept, EEB in Islam, and the influence and the weight of *khalifah* concept on Muslim's EEB. On the *khalifah* concept, the literature reviewed discussed mostly on the role of *khalifah*, the consequences of abuse of power as *khalifah*, human dependence on natural resources, and environmental ethics according to the Quran and *Sunnah*. The literature on

EEB centered on EEB of a Muslim, consequences of not practicing EEB, current attitude and behaviour towards the environment, and the definition of *akhlak*. Meanwhile, on the influence and the weight of *khalifah* concept on EEB, the literature focused on Islamic basic principles on the environment, the responsibility of a Muslim towards the environment, barriers to practice EEB, and ways to practice EEB as a Muslim.

Keywords: *Khalifah* concept, environmentally ethical behaviour

PP-11: Measuring Relationship between Internal Religiosity, Personality Traits and Practical Cultures among Religious Students

Fatin Hazwani Siran, Khairul Anwar Mastor, Hasnan Kasan and Mohamad Taha
Pusat Pengajian Umum, Universiti Kebangsaan Malaysia, hazwani_ukm@yahoo.com.my

The current prevalence of a variety of social problems among Muslim youth has raised many questions in relation to the Islamic understanding and practice. As such, there is an urgent need to understand and assess the key areas of the religious commitment among them, using standards and methods of assessment that are suitable to measure religiousness in a Muslim context, not merely translating the standards and measurements developed by non-Muslim psychologists in the West. The present study examined the association between construct level of internal religiosity, personality traits and religious practical cultures among religious high school students. A Five Likert Scale survey instrument and correlation analysis were used as the research design. A new instrument called "The Inventory Internal Religiosity" or **IIR** (Fatin Hazwani 2005) which was based on factor analysis method was developed to measure the level of Internal Religiosity (IR). The Malay version (Mastor et al., 2000) of the Revised NEO Personality Inventory (NEO PI-R) was used to acquire the data regarding personality traits. In the pilot study, the IIR was administered to National University (UKM) Muslim students. Based on the 62 items, 15 scales had been modified and an analysis factor with varimax rotation was done. The four domains which were most prominent were obtained reaching 61.6 % of the whole variance. These 4 domains were *'Khusyuk', 'Takwa', 'Iman',* and *'Ihsan'.* The Cronbach Alpha coefficients for the four IIR factors were 0.81, 0.82, 0.72 and 0.68. In the main study, religious high school students in Selangor (Science and Art stream) were given the IIR together with NEO PI-R and Practical Culture Questionnaires (BA). Nine hundred (900) set of questionnaires were distributed and administrated, but only 345 were valid for analysis. Research data were analysed by means of descriptive analysis and Bivariate Correlation. The results did not show a regular pattern of association between personality domain and IR. Significance correlation but negative were found between

Neuroticism (N) with *'Khusyuk'* and *'Ihsan'*. Extraversion (E) correlates positively low with *'Takwa'* and *'Ihsan'*. Openness (O) has a significant positive correlation with *'Takwa'* (r = 0.104) and a positive correlation were found between Agreeableness (A) and Conscientiousness (C) with IR scales that are *'Khusyuk', 'Takwa', 'Iman' and 'Ihsan'*. The study also shows that IR scales have significant correlations with Practical Culture domains (*'Amal', 'Peraturan', 'Amalan Individu', 'Amalan Kumpulan'*). Except *'Iqtikad'* and *'Ikhlas'*, the *'Amal'* domain has a significant correlation with all scales of the IR (15 scales). *'Amalan Individu'* show a significant correlation with 10 IR scales which are '*Iman pada Kitab', 'Zikir', 'Doa', 'Komitmen solat', 'Nahi Mungkar', 'Sensitif agama', 'Kendiri', 'Tiada khianat dan Dengki', 'Sabar',* and *'Soleh'*. T-tests indicate that there is a significant difference between male and female in levels of personality, IR and Practical Culture. Except for IR, other domains have significant differences between locations of school. In conclusion, personality domains (N, E, O, A, C), have a significant correlation with IR domains and Practical Cultures domains.
Keywords*:* Correlation, internal religiosity, personality traits and practical cultures.

***Send papers to the editor in electronic form if possible.** Please use numbered reference style, do not use automatic footnotes or endnotes. Papers are peer reviewed.*

Editorial address:
Prof. Darryl Macer, RUSHSAP, UNESCO Bangkok,
920 Sukhumvit Rd, Prakanong, Bangkok 10110, THAILAND
Fax: Int+66-2-664-3772
Email: d.macer@unesco.org

Conferences
For a list of some ethics meetings in Asia and Pacific: http://www.unescobkk.org/index.php?id=current_and_future_events
 ***13th** Asian Bioethics Conference: Practicing Bioethics with Cultural Engagement in Asia,* 28 September – 1 October 2011, Taiwan (Satellites on 2 October). Contact: Dr. Chien Te Fan, Email: fanct@ms31.hinet.net

---

Asian Bioethics Association (ABA)
   <www.eubios.info/ABA.htm>

Results of the ABA 2010 election
The following results of the nomination process and election are new ABA board members from 21 November, 2010, for two year period until 2012.
President: Prof. (Ms.) Anoja Fernando (Sri Lanka)
Immediate Past-President: Prof. Leonardo de Castro (Philippines, Singapore)
Vice President for Asian Ethnic and Religious Minorities: Prof. Umar Angarra Jenie (Indonesia)
Vice President for China: Prof. (Ms.) Ruipeng Lei
Vice President for India: Sr. Daphne Furtado
Vice President for Japan: Prof. (Ms.) Miyako Takagi
Vice President for Korea: Prof. Bang Ook Jun
Vice-President for South Asia: Dr. Ravichandran Moorthy (Malaysia)
Vice President for West Asia: Dr. (Ms.) Bushra Shirazi (Pakistan)
Secretary: Darryl Macer (Thailand/New Zealand)
The Board also welcomes persons who wish to act as country or regional representatives, and volunteers are requested by the secretariat.

ASIAN BIOETHICS ASSOCIATION MEMBERSHIP 2011

and **2011** subscription to Eubios Journal of Asian and International Bioethics (*EJAIB*)

_____ **I wish to pay my annual membership fees of Asian Bioethics Association (ABA), and receive the 2011 issues of** *Eubios Journal of Asian and International Bioethics (EJAIB)* **(The Official Journal).**

_____ **Regular Price**:   US$50   Euro 40   NZ$70   ¥4000   (=Credit card price NZ$90)

_____ **I wish to make a reduced contribution of** _____

_____ **I wish to register as a member of Asian Bioethics Association, but am not in the position to pay a fee.   I understand that I should be satisfied with Internet access to** *Eubios Journal of Asian and International Bioethics (EJAIB)* **<http://eubios.info/EJAIB.htm>.**

_____ **I wish to make a donation to Eubios Ethics Institute of** _____

_____ **I wish to receive the 2011 issues of** *EJAIB* **but not ABA membership, the price is:**

_____ **Regular Price**:   US$50   Euro 40   NZ$70   ¥4000   (Credit card price NZ$70)

_____ **Exchange subscription with journal, newsletter, etc. (Name_____)**

_____ **I agree / _____ do not agree to my name being listed on the ABA www site**

List Research **Interests** to be included:

_____ **I order the following Eubios Ethics Institute books:**

Post, Fax or send an **E-mail** **with your address* (or include current address label)**

To: Prof. Darryl Macer,

Fax: Int +66-2-664-3772   E-mail: asianbioethics@yahoo.co.nz

Please find my cheque for:_____

Note: Cheques in local *currency are accepted from accounts with major banks in* ***EU, New Zealand and USA.*** (The currency has to be the underline as the address of the bank, and the cheque made out to "Eubios Ethics Institute"). Other currencies use a bank or post draft in **NZ$ for the Overseas price**. In **Japan** use postal transfer to the "Eubios Ethics Institute" account nr: 00340-9-32465. Or authorize a one time **credit card** payment as below:

Please charge my VISA / MASTERCARD card (circle) for **NZ$___****

Account # _____   **Expiry Date** _____

Signature _____   **Name:**_____

*Mailing address: _____

_____

E-mail: _____   **Fax:** _____

** Other Eubios books / CD may be ordered with 25% discount at the time of renewing the subscription.

Fax to: Prof. Darryl Macer, Fax: +66-2-664-3772 (or send by E-mail or post)

Web site: <http://eubios.info/ABA.htm>

How to order books or journal or the CD!

Cheques in <u>local</u> currency are accepted from accounts with major banks in **Australia, Canada, New Zealand, USA, U.K.** (The currency has to be the <u>same</u> as the address of the bank, and the cheque made out to "Eubios Ethics Institute").

Please use the renewal form enclosed and prices are below: Other currencies (use a bank or post draft) and credit cards use NZ$ for the Overseas price.
 In **Japan** use postal transfer to the "Eubios Ethics Institute" account 00340-9-32465.

Eubios Ethics Institute Publications (Books sent by SAL post, Journal by Airmail - Price included)

Eubios Journal of Asian and International Bioethics   Other countries**/credit card**

Price: US$35 Euro 35 UK£20 NZ$40 A$40 C$40 ¥3000	**NZ$60**

Shaping Genes: Ethics, Law and Science of Using Genetic Technology in Medicine and Agriculture
 by Darryl Macer, Oct. 1990, 421pp.   Cost: US$20 UK£10 NZ$30 A$25 C$22 ¥2500 Others or credit card **NZ$30**

Equitable Patent Protection in the Developing World
 by William Lesser, May 1991, 150pp.   Cost: US$15 UK£8 NZ$20 A$20 C$17 ¥1500   **NZ$25**

Attitudes to Genetic Engineering: Japanese and International Comparisons (Bilingual)
 by Darryl Macer, May 1992 330pp.   Cost: US$30 UK£15 NZ$35 A$30 C$30 ¥3000   **NZ$40**

Human Genome Research & Society   Eds: Norio Fujiki & Darryl R.J. Macer July 1992 ISBN 0-908897-03-0 (English), 230pp. ISBN 0-908897-04-9 (Japanese), 240pp. Cost: US$20 UK£10 NZ$30 A$25 C$22 ¥2000   **NZ$30**

Intractable Neurological Disorders, Human Genome Research and Society Eds: N. Fujiki & D. Macer
Feb. 1994 ISBN 0-908897-06-5 (English), 320pp. ISBN 0-908897-07-3 (Japanese), 340pp.
          Cost: US$25 UK£12 NZ$30 A$30 C$27 ¥3000   **NZ$40**

Bioethics for the People by the People
 by Darryl Macer,... May 1994 ISBN 0-908897-05-7, 460pp. Cost: US$30 UK£15 NZ$35 A$35 C$32 ¥3000   **NZ$50**

Bioethics in High Schools in Australia, Japan and New Zealand,
 by D. Macer, Y. Asada, M. Tsuzuki, S. Akiyama, & N.Y. Macer   March 1996, ISBN 0-908897-08-1, 200pp.(A4)
          Cost: US$25 UK£15 NZ$30 A$30 C$30 ¥2000   **NZ$40**

Protection of the Human Genome and Scientific Responsibility (Bilingual)
Editors: Michio Okamoto, Norio Fujiki & D.R.J. Macer,   April 1996, ISBN 0-908897-09-X, 210pp.
          Cost: US$25 UK£15 NZ$30 A$30 C$30 ¥2500   **NZ$35**

Bioethics in India (includes 115 papers from Jan.1997 conference)
Eds: Jayapaul Azariah, Hilda Azariah & Darryl R.J. Macer   June 1998 ISBN 0-908897-10-3, 403 pp.
    (Printed in India)   Cost: US$30 UK£18 NZ$34 A$36 C$36 ¥3000   **NZ$45**

Bioethics is Love of Life: An alternative textbook
by Darryl Macer, July 1998 ISBN 0-908897-13-8, 152pp. Cost: US$26 UK£14 NZ$34 A$34 C$32 ¥3000   **NZ$40**

Bioethics in Asia (includes 118 papers from Nov.1997 conferences, ABC'97 Kobe and Fukui Satellite)
Eds: Norio Fujiki & Darryl R.J. Macer   Cost: US$36 UK£20 NZ$40 A$38 C$40 ¥3000   **NZ$50**
    June 1998 ISBN 0-908897-12-X, 478 pp. October 1999 ISBN 0-908897-14-6 (Japanese), 320pp.

Ethical Challenges as we approach the end of the Human Genome Project
 Editor: Darryl Macer, April 2000 ISBN 0-908897-15-4, 124pp. Cost: US$20 UK£12 NZ$30 A$30 C$30 ¥2500 **NZ$35**

Bioethics Education in Japanese High Schools *(in Japanese only)*
 Editor: Darryl MacerApril 2000 ISBN 0-908897-16-2, 112pp. Cost: US$20 UK£12 NZ$30 A$30 C$30 ¥1000   **NZ$35**

Bioethics and the Impact of Human Genome Research in the 21ˢᵗ Century
Eds: Norio Fujiki, Masakatsu Sudo, & Darryl R.J. Macer March 2001 (English and Japanese bilingual, 350pp).
          Cost: US$30 UK£20 NZ$40 A$38 C$40 ¥3000   **NZ$50**

Bioethics in Asia in the 21ˢᵗ Century   Eds: Song Sang-yong, Koo Young-Mo & Darryl R.J. Macer
August 2003 ISBN 0-908897-19-7, 450pp. Cost: US$35 Euro35 UK£20 NZ$40 A$38 C$40 ¥3000   **NZ$50**

Challenges for Bioethics from Asia   Ed: Darryl R.J. Macer
November 2004 ISBN 0-908897-22-7 656 pp. Cost: US$35 Euro35 UK£20 NZ$40 A$38 C$40 ¥3000   **NZ$50**

A Cross Cultural Introduction to Bioethics   2006, 300pp. (A4)
Editor: Darryl Macer   Cost: US$35 Euro35 UK£20 NZ$40 A$38 C$40 ¥3000   **NZ$50**

The Eubios CD-ROM   all journals + all books ++ (English version) US$190   **NZ$400**

Please send a copy of the whole page.
Please find my cheque for:_____   ⌐I wish to receive a free copy (only for developing countries)
⌐Please charge my VISA / MASTERCARD card for **NZ$**

Account # _____   **Expiry Date_____**

Signature _____   **Want to join the IAB Bioethics and**

Date (D/M/Y) _____   **Genetics Network(Yes/No)**

Mailing address: _____

Email: _____   Fax: _____

Research Interests (for Network): _____

 ⌐You can **Fax this order page to Int+66-2-664-3772 (AND Email to: asianbioethics@yahoo.co.nz)**