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# ICOPPS 2019

“EMBRACING  
NEO-TECHNOLOGY  
THROUGH THE  
LENS OF SOCIAL  
SCIENCES”

ACAPELLA SUITE HOTEL  
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**BOOK OF EXTENDED ABSTRACTS**



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**ICOPS & ITeC 2019**

"EMBRACING NEO-TECHNOLOGY THROUGH THE LENS OF SOCIAL SCIENCES"

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## CONFERENCE PROGRAM

7<sup>th</sup> ICoPS 2019 & 2<sup>nd</sup> ITeC 2019  
ACAPPELLA SUITE HOTEL, SHAH ALAM

DATE/DAY	TIME	PROGRAMMES/VENUES			
		Seraya Hall	Meranti 1	Orchid 1	Orchid 2
<b>ICoPS 18 November 2019  (Monday)</b>	07:45 am – 08:15 am	Registration			
	08.20 am	Arrival of VIP Guests			
	08.30 am –	Negaraku and Wawasan Setia Warga UiTM			
	08.40 am 08:40 am – 08:50 am	Recitation of Du'a Welcome Address: YBhg. Professor Emeritus Ir. Dr. Mohd Azraai Kassim			
	08:50 am –	Keynote Address 1: Datin Paduka Dr Ir Siti Hamisah binti Tapsir (Representative of YB Dr Maszlee Malik)			
	09:20 am 9:20 am –				
	9:25 am	Opening Symbolic			
	9:25 am – 9:30 am	Memento Presentation			
	9:30 am –				
	9:35 am	Montage Video Presentation			
	9:35 am 9:35 am	VVIPs Photo Session Coffee Break	Master Class (Workshop):	*Parallel Session 2	*Parallel Session 3
	10:00 am – 01:00 pm	*Parallel Session 1	From Thesis to Publication		
	01:00 pm – 02:00 pm	Lunch & Networking			
	02:15 pm – 03:00 pm	Keynote Address 2 : Prof Shungo Kawanishi			
	03:00 pm –				
	03:05 pm 03:05 pm – 03:10 pm 03:05 pm	Memento Presentation VVIPs Photo Session Coffee Break	Master Class (Workshop):	*Parallel Session 4	*Parallel Session 5
	03.15 pm – 06.00 pm	Booth set up (ITeC2019)	From Thesis to Publication		

**END OF DAY ONE**

\*All presenters in the parallel sessions will be given 10 minutes to present their papers, followed by a Q&A session in between 3-5 minutes.

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## TENTATIVE PROGRAMME 2nd ITeC 2019

DATE/DAY	TIME	PROGRAMMES/VENUE
		Seraya Hall
<b>ITeC Day 2 19 November 2019 (Tuesday)</b>	08:00 am - 08:30 am	Registration
	08:30 am - 09:00 am	Judges Briefing
	09:00 am - 10:00 am	Exhibitions and Judging Session 1
	10:00 am	Coffee Break
	10.00 am - 01.00 pm	Exhibitions and Judging Session 2
	01:00 pm - 02:00 pm	Lunch & Networking
	02.15 pm - 02.30 pm	Closing Remarks by: The Dean of FSPPP Words of Thanks
	02:30 pm - 04:15 pm	Announcements of Awards Winner and Awards Prizes Presentation
	04.15 pm	Photo session with the winners
	05.00 pm	<b>End</b>

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## FOREWORD



**YBhg. Dr. Maszlee Malik**  
**Minister of Education**  
**Malaysia**

I would like to first congratulate Universiti Teknologi MARA (UiTM) in particular the Faculty of Administrative Science and Policy Studies for organising this vital knowledge event and for the hospitality.

I would like to extend a special recognition to the commitment shown by the ICoPS and ITEc 2019 committee who have worked very hard for this event, particularly in conceptualising its substance.

Technological and economic progress can no longer be assumed to be aligned with social progress. The current modern society over the next half century will be largely shaped by how well societies succeed in collectively defining their priorities, engaging essential questions about values and ethics and aligning technological development accordingly. This is the core idea and thought that I would like to share with you as I approach the idea of embracing neo-tech from the lens of social sciences as the core theme of this conference.

How people think about technologies matters. This is not simply because technologies are the primary contributor to economic growth worldwide. It is because technologies shape people, and people shape technologies. This relationship not only impacts research agendas, it also impacts investment flows, business models and the content of our education system in particular the role of higher education institutions and universities. All of us must figure out how technology can empower, create meaningful opportunities and enhance an individual's potential and institutions.

The increasing attention given to how technologies can support, undermine, influence and contravene societal values is evidence of a shifting global consciousness towards a more constructive view of technology, its complexity and its impact on daily life that we must be part of. If we continue to treat technologies as mere objects, industrial products or external forces per se, then it will prevent us from understanding how technologies impact the world around us.

We must not fail to identify their cohesiveness, capabilities, perspectives on what is meaningful,



and ultimately what they value. We need to invest in a more grounded approach to technological development that doesn't lose sight of the true ends of technological progress which are social progress and the well-being of humanity in terms of opportunities and self-realisation and comprehends the difference between material wealth and quality of life. In practice, rethinking technological development will require taking a human-centred approach – that recognizes how technologies and societies are co-produced – and prioritising a future that involves all stakeholders, fostering the goal of greater social cohesion, trust and well-being.

I am glad that this conference has chosen this topic as an area of discussion. I hope the ICoPS and ITeC 2019 conference will be a great success and able to shape some future directions to address this issue.

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## FOREWORD



**Emeritus Professor Datuk Ir. Dr. Mohd Azraai Kassim**  
**Vice Chancellor**  
**Universiti Teknologi MARA**

I would also like to welcome everyone to the 7th International Conference on Public Policy and Social Sciences (ICoPS) and the 2nd International Invention, Innovation & Technology Competition 2019 (ITeC) of which, this year's Conference is themed "Embracing Neo-Technology Through the Lens of Social Science".

I hope that we will have an exciting and fruitful discourse on topics pertaining to the theme and more importantly, actively strategise actionable plans for the immediate future.

The ICoPS' conference and ITeC's Invention and Technology competition bring forward prominent academicians, researchers, innovators and designers from various fields to showcase their valuable work.

This event affirms UiTM's commitment and effort for academic excellence and I am delighted to see that we have yet again organised an annual conference that capitalises on our strengths and have built on our common commitment to find solutions to issues affecting the community and the nation at large.

The conference has adopted a timely theme, -EMBRACING NEO-TECHNOLOGY THROUGH THE LENS OF SOCIAL SCIENCES. As we know, trade and commerce activities which were once human-oriented are now mostly dependent on technology as an important differentiator. It serves as a source of competitive advantage as technology today has disrupted many traditional businesses and processes that for many businesses, not following the bandwagon of the "technologically savvy corporations" is not an option they can choose.

What we have to acknowledge is that technology and innovation are reshaping society and changing the way we do things monumentally. This level of integration from all aspects is the next great societal evolution as we move towards IR4.0 and in the foreseeable future, IR5.0. The world is reimagining and recalibrating around digital innovation of which affects companies that provide those services greatly. The technological revolution we live in today, and the innovation that it has brought about, are only limited by our imagination and the degree of social acceptance

as to what is possible.

The breadth and depth of the research we embark should provide a readiness to take on new challenges faced by society. It also should provide a basis for close collaboration with industry on different levels and makes us a point of reference.

In the same vein, active collaborations with fellow academics and partners, at multiple levels such as between faculties, other renowned universities, research institutes, both in and outside of Malaysia and other parts of the world are welcomed. The effort taken by FSPPP in organising this event is an example of a programme that supports UiTM's initiative in research and development.

I would like to accord my appreciation and thanks to Yang Berhormat Dr Maszlee and everyone present for your support in these two days. My fervent wish is that the spill over of this event will create exciting new research collaboration endeavours that are not only disruptive to current processes by a new technology advancement; but also conscientious and mindful towards responsible societal requirements. I wish all of you a very rewarding conference and competition.

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## FOREWORD

**Associate Professor Dr. Abdul Jalil Mohamed Ali**  
**Dean**  
**Faculty of Administrative Science & Policy Studies**  
**Universiti Teknologi MARA**



On behalf of the Faculty of Administrative Science and Policy Studies, I have the great pleasure to welcome all of you to the 7th International Conference on Public Policy and Social Sciences 2019. The theme of the conference entitled –Embracing Neo-Technology through The Lens of Social Sciences addresses the challenging issues within the field of social sciences worldwide through embracing the neo-technology from various facets. It is not only relevant and significant but comes at a time the whole world is at the edge of Industrial Revolution Era. The quest for knowledge has been from the beginning of time but knowledge only becomes valuable when it is disseminated and applied to benefit of humankind. It is hope that ICoPS 2019 will be a platform to gather and disseminate the latest knowledge among researchers, academicians, practitioners as well as to those attending this conference by sharing and discussing new findings.

It is envisaged that the intellectual discourse will result in future collaborations between universities, research institutions and industry both locally and internationally. Generally, when looking at Neo-technology perspective, element of technology itself strongly shows that it is inseparable part of our daily life. It has improved many aspects in our lives. It is also satisfies every wishes of man. Social sciences strengthen the technology through many ways. In this case, social sciences can be used to understand public values and how they react to such developments. With the help of social science research and surveys, the key actors can understand the inhibitions of people better and address them accordingly to influence policy-making. However, the most important is that social scientists solve some of the biggest problems that humanity faces. They can also develop better technological solutions that are conducive to the societal needs and sustainable at the same time. This paves the way technologies to flourish in society. Both field of Neo-Technology and Social Sciences need to work closely so that they can act as a link between people and technology. In relation to that, we are very happy that you have chosen ICoPS 2019 as this year's venue. I am grateful to the many experts who have come to share their knowledge. I also welcome the many representatives of governments, industry associations and NGOs who have joined us.

In conjunction with ICoPS 2019, the organizer also established another platform for acknowledging those in the area of Invention and Innovation through hosting the 2nd International Invention, Innovation & Technology Competition 2019 (ITeC) within the same venues. This will be held on the second day of the conference. With the aim of promoting innovative ideas in education, this platform also creates collaboration between institutions of higher education, agencies and industries to share their products and creative ideas that can be commercialized. Moreover, this competition acts as an ideal platform to encourage students, lecturers, administrative officers and the public to exhibit or display their products or prototypes as well as new ideas that contain commercial values.

Finally, I would like to congratulate the organizing committee for their tremendous efforts in organizing this conference. This conference will contribute immensely to the betterment of social sciences. I hope that the conference will accomplish all its aims and earnestly desire that all the participants will be able to benefit from the presentation and discussion.

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## WELCOME MESSAGE (CONFERENCE CHAIR)



**Dr Memiyanty Hj Abdul Rahim**  
**Deputy Dean Industry, Community & Alumni Network**  
**(ICAN)**  
**Faculty of Administrative Science & Policy Studies**  
**Universiti Teknologi MARA**

We are looking forward to welcoming you to this 7th International Conference of Public Policy and Social Sciences. Your presence here is clear crystal testimony to the essential you place on the research arena.

The theme of this year's conference is 'Embracing Neo-Technology Through the Lens of Social Sciences'. We believe that the presentations by the distinguished speakers will contribute immensely towards a deeper understanding of the current issues in relations to the theme.

The conference program includes various themes and topics related to public policy and social sciences study for instance, public administration, public policy, international relations and diplomacy, corporate administration, education and sociology.

ICoPS is grateful to the experts and participants gathered here. On behalf of the conference organiser, I thank you for your participation and wish you an enjoyable and productive conference. Special thanks to all the committee members of the 7th ICoPS 2019. You are the best!

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## EDITORIAL/COMMITTEE MEMBERS

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Professor Dr. Jasmine Ahmad

#### Chairperson ICoPS

Dr. Hajah Memiyanty Hj Abdul Rahim

#### Chairperson ITeC

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Shahidah Abdul Razak  
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##### Category B: Public

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##### Category C: School and Undergraduate Students

Dr. Nur Zafifa Kamarunzaman  
Dr. Ahmad Faiz Yaakob  
Dr. Mazlan Che Soh  
Zurina Md Nen

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**Programme Book & e-book Publication**

Dr. Sarina Othman  
Dr. Marni Ghazali

**Reviewer (ITeC)**

Dr. Zarina Mohd Zain  
Dr. Nor Azira Ayob

**Masterclass**

Dr. Farah Adilla Abdul Rahman

**Judges/Medals & Certificates (ITeC)**

Dr. Nor Suziwana Hj Tahir  
Hazariah Yais Razalli  
Fairusliza Hj Abdul Rahman  
Nurul Haiza Ibrahim

**Web/Printing/IT**

Fadlina Abdul Hamid  
Suhaznurain Mohamed Samsudin  
Rushdan Yaacob

**Reviewer (ICoPS)**

Dr. Mahazril \_Aini Hj Yaacob  
Dr. Nurul Hidayana Mohd Noor

**Parallel Sessions & Certificates**

Suzei Nuruddin  
Nurul Akma Kamarudin  
Munawwarah Shiekh Ibrahim  
Bukhairi Mohd Noh

**Chapter in Book**

Dr. Radduan Yusof

**Registrations**

Khamsi Che Abdul Hamid  
Masliza Mahmood  
Suhaiza Mohd Khalid

**Logistics and Booth Setup**

Mohd Firdhaus Dzulkefli  
Sazaruddin Shazreen Salim  
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## KEYNOTE SPEAKERS



### KEYNOTE SPEAKER 1

#### YBhg. Dr. Maszlee Malik Minister of Education Malaysia

Born on 19 December 1974 in the Malaysian state of Johor, the Honourable Dr. Maszlee Malik is the 19th Education Minister of Malaysia and Member of Parliament for Simpang Renggam. While Dr. Maszlee is relatively new to active politics, his vast experience in academic research and teaching forms the bedrock to his goal of advancing transformation that is aligned with the needs of the people and the aspirations of the country. His academic qualifications include a Doctor of Philosophy in Good Governance from University of Durham, UK, a Master's Degree from the University of Malaya and a Bachelor's Degree from Al al- Bayt University, Jordan. Latterly, Dr. Maszlee taught as an Associate Professor at International Islamic University Malaysia for nearly ten years, a period where he first developed a commitment towards empowering students at higher education institutions with the autonomy and ability to be politically active. In an era of vast technological change and globalization, Dr. Maszlee has also spearheaded various initiatives to ensure that Malaysian students remain globally competitive. Digital literacy is essential to face the increasingly tech-driven future, which Dr. Maszlee fully championed through the #STEM4ALL campaign launch with Microsoft. Conversely, he recognises that vocational education is essential in transforming Malaysia from a nation of consumers to a nation of producers. He has formed a national steering committee that works to expand collaborations with industrial stakeholders, and increase access to polytechnics and community colleges. Dr Maszlee believes that every child deserves an equal opportunity in education. He has pioneered efforts to protect the access and quality of education for marginalized and disadvantaged communities. He has increased access for nearly 5 000 students from lower income communities in fully-sponsored state boarding schools, and is working towards providing free meals to disadvantaged students nationwide. Furthermore, he has introduced the Zero Reject Policy, which ensures that stateless children have access to the national schooling system. As a person of Hakka Chinese and Malay descent, he embraces his unique identity as well as the diversity of cultures that belong to Malaysia. His efforts to encourage unity in education involve overseeing the review of the national curriculum, to embed and prioritize cross-cultural values and ethics such as love, happiness, and mutual respect, which he believes are fundamental values of the Malaysian community. He has hit the ground sprinting in seeking out opportunities to positively transform the Malaysian education system. He believes that for any transformation to happen rapidly and efficiently, policymakers need to listen to the ground in order to ensure that every stakeholder and every problem is heard and acted upon. In the early months of his occupancy as the minister, he has already visited countless dilapidated schools and met with hundreds of teachers and students. These efforts were key to cutting through the bureaucracy and really understanding the problems faced by students and

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educators. Dr. Maszlee is married to Dr. Hamidah Mat and is the father of four children. Despite his busy schedule, this dedicated family man regularly spends time with his family. Dr Maszlee has a fervent passion for writing; he has authored numerous books and papers that have gained international critical acclaim. He is also an avid follower of the creative and performing arts and hopes to integrate popular culture with pertinent educational values.



**Prof. Dr. Shungo Kawamishi**  
**President**  
**Japan Advanced Institute of Science and Technology (JAIST)**

**KEYNOTE  
SPEAKER 2**

Professor Shungo Kawamishi has been dedicating his life to development of global education which focuses on collaborations, appreciation of diversity and practical problem solving indispensable for the global era. Dr. Kawamishi was born in Kanazawa, Japan in 1953. He received a bachelor's degree in political science from Keio University in Tokyo, and Master's degree and Ph.D. in political science from the University of Georgia. He was one of the founding members of the Center for the Study of Global Issues at University of Georgia which was established based on the proposal from Mr. Jimmy Carter who was the president of the United States at that time. Later on he was promoted to a senior researcher and then the senior scholar in charge of the education for junior and senior researchers. In order to promote global consciousness and global education, he has organized many international activities including international youth symposia on global issues in Japan and Hawaii and International Student Organization in Ishikawa, Japan. From 1995 to 2009 he held a professorship and positions of Dean of Academic Affairs, Vice President and President at TransPacific Hawaii College in Hawaii and applied his global education approach to materialize global conscious curriculum and excellent intercultural education. This effort resulted in his receiving the award of the best practice in international and intercultural education in 2004 from American Council on Intercultural and International Education. Since 2009 Dr. Kawamishi has been working at Japan Advanced Institute of Science and Technology (JAIST) in Nomi city in Ishikawa prefecture, Japan, as a professor of the Global Communication Center (GCC). Currently he is the director/research professor of the Global Communication Center and the Advisor to the JAIST President for International Relations. Currently he is working on two research projects, Diversity Studies and SDGs Promotion through Education. Diversity Studies aims at eradication of any form of discrimination from human society. More than 70 scholars throughout the world have been involved in the scholars network of Diversity Studies. Upon the request by the municipal government of Nomi city where JAIST is located. JAIST Diversity Studies team has been working on introduction of the understanding of diversity into 15 years-long curriculum for public education from kindergarten to senior high school. As for SDGs Promotion, he has developed practical approaches to achieve the goals and applied them to his lectures and seminars in many schools and universities both in Japan and foreign countries.

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## LIST OF EXTENDED ABSTRACTS FOR 7<sup>th</sup> ICOPS 2019

Chair  
Panel 1  
Panel 2  
Theme  
Venue  
Time

Dr Farhathul Mustammirah  
Dr Nor Azira Ayob  
Dr Marni Haji Ghazali  
Education & Sociology AND International Relations & Diplomacy  
Orchid 1  
10:15am-1pm

No	Name	Time	Title Of Paper
1	Dr Marita Ahdiana	10.20 –10.30	Dimension of Organizational Structure In Capacity Building of Poverty Reduction Program In Kulon Progo Regency
2	Nur'aeni	10.30 –10.40	Capacity Building Of Paud Teachers On E-Parenting Program Materials To Promote Children's Participation
3	Assoc. Prof. Dr. Nor Hafizah Mohamed Harith	10.40 –10.50	A Systematic Review On Vulnerabilities Of Urban Poor Households
4	Diraisnu Gozali	10.50 –11.00	Health Service Innovation As An Effort To Reduce The Disease Number In Dki Jakarta Province: A Study Of Ketuk Pintu Layani Dengan Hati Program
5	Emy Noor Diana Binti Zulkiflee	11.00 –11.10	Youth Awareness On _3d' Industries
6	Normazhazlin Alzahari	11.10 –11.20	S.A.D App: Breaking Society's Mental Health Stigma With Just A Click
7	Kurnia Nur Fitriana	11.20 –11.30	Social Welfare And Policies For The Elderly In Indonesia
8	Nor Amalina Bt Nazri	11.30 –11.40	A Review On The Prevalence Of Women Poverty In Malaysia
9	Raja Ahmad Affendi Bin Raja Omar	11.40 –11.50	Program Kemahiran Insaniah (Pro-Ki): The Relationship Between Students' Awareness And Their Responsibility At Fspu, Uitm Shah Alam
10	Dr. Nur Zafifa Kamaruzaman	11.50 –12.00	Assessing Mental Health In Malaysia: An Issue Of Concern
11	Assoc. Prof. Dr. Suseela Devi Chandran	12.00 –12.10	Strengthening People-To-People (P2p) Connectivity Through Tourism: Malaysia-India Bilateral Relations In A Globalised World
12	Nor Farhana Mohamad Hafidz	12.10 –12.20	Managing Organizational Legitimacy: A Case For Waste Management Organizations
13	Ahmad Baihaqi Bin Nor 'Ihsan	12.20 –12.30	Climate Change As The Amplifier Of Instability In Least Developed Countries (Ldcs): A Systematic Review
14	A'isyah Binti Hishamuddin	12.30 –12.40	Digital Diplomacy For Nation Branding: A Systematic Literature Review
15	Arenawati Sehat Binti Haji Omar	12.40 –12.50	An Empirical Study On Knowledge-Sharing Behaviour Among Academicians In Public Higher Education Institutions In Sarawak
	Roundtable Q&A Discussion	12.50 –1.00	Roundtable Q&A Discussion
	Certificate Presentation	12.50 –1.10	Certificate Presentation

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**Chair**  
**Panel 1**  
**Panel 2**  
**Theme**  
**Venue**  
**Time**

**Assoc. Prof. Dr Fadilah Puteh**  
**Dr Aida Abdullah**  
**Dr Zarina Mohd Zain**  
**Orchid 2**  
**Education & Sociology**  
**3-6pm**

No	Name	Time	Title Of Paper
1	Dr. Mazlan Bin Che Soh	3.10 – 3.20	Pemasaran Sosial: Memberi Makna Terhadap Kesukarelawan Dan Manusiawi
2	Dr Suhaimi Abd Samad	3.20 – 3.30	Parents' Perception On The Effectiveness Of Community Based Rehabilitation Program (CBR) In Seremban
3	Assoc. Prof. Dr. Ahmad Naqiyuddin Bakar	3.30 – 3.40	Education And Social Mobility Among Bumiputera: The Impact of Uitm
4	Najhatul Alliyah Binti Ramzi	3.40 – 3.50	Quality of Life Among Urban Middle Income Group (M40)
5	Siti Zulaikha Mustapha	3.50 – 4.00	Force Vs. -Force Voluntaryll Vs. Voluntary: Phases Of Client Acceptance In The Implementation Of Drug Treatment And Rehabilitation Programme At Cure & Care 1malaysia (C&C1m) Clinics
6	Al-Amin Mukammal Abdul Razak	4.00 – 4.10	Evaluating The Surge Of Kidnapping For Ransom (Kfr): An Exploratory Study In Eastern Sabah, Malaysia
7	Nor Ezatie Mukminah Binti Muhammad Zamri	4.10 – 4.20	Housing Preferences Among Young Civil Servants In Malaysia: The Determinants Factors
8	Dr. Nurul Hidayana Mohd Noor	4.20 – 4.30	A Comparative Study On The Relationship Between Work Stress And Job Performance of Young Urban Professional Group (Yuppies)
9	Dody Wahyudi Purnama	4.30 – 4.40	The Influence of Online Learning Media And Motivation On Student's Speaking Ability At Private Universities in Subang
10	Nur Amalina Aziz	4.40 – 4.50	The Importance of Religious Beliefs In Promoting Social Engagement And Participation Among Older Persons In Malaysia
11	Siti Nur Fathanah Abd Hamid	4.50 – 5.00	Protecting Children From Paedophiles: What Parents Should Do?
12	Assoc. Prof. Dr. Yarina Ahmad	5.00 – 5.10	Low Awareness Of Child Abuse Prevention Programmes: A Sign on Mediocre Attitude Towards Preventing Child Abuse In Malaysia
13	Asiyah Kassim	5.10 – 5.20	Can Social Learning be Transpired in Multi-Level Governance of Flood Risk Management? Evidence From Lake Macquarie City Council
	Roundtable Q&A Discussion	5.20 – 5.30	Roundtable Q&A Discussion
	Certificate Presentation	5.30 – 5.40	Certificate Presentation

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INFORMATION SYSTEMS



Chair  
Panel 1  
Panel 2  
Theme  
Venue  
Time

Dr Sarina Othman  
Dr Nor Suziwana Hj Tahir  
Dr Tuan Nooriani Tuan Ismail  
Orchid 2  
Corporate Administration & Sociology  
10:15am-1pm

No	Name	Time	Title Of Paper
1	Arifha Bt Mohamad	10.20 –10.30	The Cause And Effect Of Wise Investment Decisions In Malaysia: A Qualitative Approach
2	Aida Hazlin Ismail	10.30 –10.40	The Effect Of Training, Internal Control System And Experience On Quality Risk-Based Audit
3	Dr Maizatul Akmal Musa	10.40 –10.50	Shareholder Activism In Malaysia: What Matters?
4	Muhamad Fazil Ahmad	10.50 –11.00	Prosper-Thy-Neighbour In Corporate Social Responsibility For Improving Society Sustainable Development
5	Anis Syafikah Khir Suhaimi	11.00 –11.10	Audit Committee And External Audit As Earning Management Mitigation In The Government Link Companies: Are They Still Relevant?
6	Nurul Suhada Mohamad	11.10 –11.20	Developing Corporate And Shari'ah Governance Disclosures Index For Islamic Banks (Ibs) In Malaysia.
7	Saidah Hamizah Ahmad	11.20 –11.30	Entangled In Structural And Cultural Barriers? A Case-Study On Women Leadership Practices In Academic Institution
8	Hajjah May Sapura Binti Hj Mohd Shazilli	11.30 –11.40	Quality Of Corporate Governance Related To Remuneration For Non-Profit Board Services In Klang Valley, Malaysia
9	Khamisi Che Abdul Hamid	11.40 –11.50	Governance of Internal Audit Function: A Scoping Review
10	Mutia Fakhrunnisa Ma'ruf	11.50 –12.00	The Effect Of The Board Of Commissioners Structure, Structure Of Ownership And Size of The Company Towards Profitability In The State-Owned Business Agency Which Is Listed In Indonesia Stock Exchange 2012-2017 Period
11	Syarmin Nor Era binti Omar	12.00 – 12.10	Repression Alert 2.0: Repression of Legal Foreign Workers by the Employers
12	Farzana Izzati Abdullah	12.10 – 12.20	-Slow down! Your loved one is waiting for youll: A pocket note for motorcyclists
13	Noraine Binti Bahari	12.20 – 12.30	Stop Child Marriage! An Interactive Booklet To Stop Child Marriage
14	Muhammad Haziq Zaini	12.30 – 12.40	" Monster Among Us: One-Click Whistle Blow Application To Help Incest Victims"
15	Waheeda Binti Mohd Idris	12.40 – 12.50	I'm Sorry, I'm Just A Child: Comprehensive Guidelines in Dealing With Young Offenders
	Roundtable Q&A Discussion	12.50 –1.00	Roundtable Q&A Discussion
	Certificate Presentation	1.00 –1.10	Certificate Presentation

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Chair  
Panel 1  
Panel 2  
Theme  
Venue  
Time

Prof Dr Jasmine Ahmad  
Dr Suhaimi Abd Samad  
Dr Thenmolli Vadeveloo  
Seraya Hall  
Public Administration  
10:15am-1pm

No	Name	Time	Title Of Paper
1	Dr Zaenal Hirawan	10.20 –10.30	Gender Paradox In Woman Career Space On Bureaucracy
2	Muna Wadhiha Mohd Fauzi	10.30 –10.40	Intrinsic Motivation To Learn Among Millennials In Malaysia
3	Ine Anggraini	10.40 –10.50	Public Communications Management Forms Of Subang City Of Industry Development Plan
4	Norzilawati Binti Md Kamsor	10.50 –11.00	The Role Of Visitor's Service Experience In A Public Science Centre For A Sustainable Science, Technology And Innovation (Sti) Popularity In The Society
5	Dr. Erna Setijaningrum	11.00 –11.10	Extra Role Behaviour of The Apparatus In The Efforts To Provide Better Service To The Elderly : A Study of The Innovation Of "Santun Lansia" Program In Indonesia
6	Dr. Falih Suaedi	11.10 –11.20	Facing A Disruptive Era in Health Services: Study in Hospitals in the City of Surabaya, Indonesia
7	Dr. Antun Mardiyanta	11.20 –11.30	Innovation For Better Public Services: Lessons From The Regency Of Bondowoso And The Regency of Barru
8	Arista Damayanti	11.30 –11.40	The Welfare Of Keris Craftsmen After Kamis Pahing Policy
9	Wan Zulfadhli Syahman Bin Wan Yusof	11.50 –12.00	Federalism: –New Malaysia! And Hope For The State Of Kelantan
10	Nadzmin Binti Ahmad Nazir	12.00 –12.10	The Challenges Of Structural Quality For Policy Implementation In Public Preschools: A Systematic Review
11	Dr Azlyn Ahmad Zawawi	12.10 –12.20	Communication Essentials:Uncovering The Importance Of Team Communication On Search And Rescue (Sar) Team Performance In Malaysia
12	Dr Dwi Harsono	12.20 –12.30	Strengthening Collaborative Governance In Promoting Inclusive Employment: Comparative Study Between Indonesia And Malaysia
13	Norsyazwani Binti Ab Halim	12.30 –12.40	The Significance Of Workplace Environment And Organizational Support On Teachers' Motivation
14	Dr Aida Abdullah	12.40 – 12.50	The Association Between Stress Symptoms And Job Performance Among The Medical Personnel
	Roundtable Q&A Discussion	12.50 –1.00	Roundtable Q&A Discussion
	Certificate Presentation	1.00 –1.10	Certificate Presentation

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**Chair** PM Dr Nor Hafizah Mohamed Harith  
**Panel 1** Dr Mahazril „Aini Yaacob  
**Panel 2** Dr Nur Zafifa Kamrunzaman  
**Theme** Orchid 1  
**Venue** Public Administration  
**Time** 3-6pm

No	Name	Time	Title Of Paper
1	Dr Thenmolli Vadeveloo	3.10 – 3.20	An Overview of the Importance to Preserve Urban Green Spaces
2	Dyah Ayu Febriani, Valeryan Bramasta, Vanissa Noorizqa	3.20 – 3.30	Implementation Of Innovative Governance In The Renewal Of Sipongi Systems: Efforts To Overcome Forest And Land Fires In Indonesia
3	Pandhu Yuanjaya	3.30 – 3.40	Neoliberalization Housing Policy In Indonesian Urban Area.
4	Junaida Ismail	3.40 – 3.50	Advocacy Coalition Framework (ACF) A Review On National Water Resources Policy Formulation
5	Dr Sulikah Asmorowati	3.50 – 4.00	Towards A Future Generation of Public Service Leaders? Experiences of Two Women Leaders In Indonesia
6	Natrah Subri	4.00 – 4.10	Comprehensive Policy On Designing Aged-Friendly Facilities In Malaysia
7	Dr Ahmad Faiz Bin Yaakob	4.10 – 4.20	Pempolitikan Dan Reformasi Pengurusan Awam; Kajian Terhadap Pegawai Atasan Di Malaysia
8	Intan Syahriza Azizan	4.20 – 4.30	Penelitian Ilmiah Pembangunan Sosio-Ekonomi Dun Suka Menanti
9	Dr Farah Adilla Ab Rahman	4.30 – 4.40	Trust Towards The Local Government In Malaysia
10	Khairul Anuar Abdul Hadi	4.40 – 4.50	Islam Dan Perlembagaan Persekutuan: Polemik Mendepani Kepelbagaian
11	Muhammad Ariff Asyrul Bin Adnan	4.50 – 5.00	Malaysia, Negara Pembangunan Kebajikan Dan Model Ekonomi Baru (MEB)
12	Dr Devika Krishnan	5.00 – 5.10	The Impacts Of Forest Fire In Malaysia
13	Siti Haziqah Binti Shikh Anas	5.10 – 5.20	The Low Carbon City Transportation: A Concept Paper
14	Ummi Farhani Binti Firdaus	5.20 – 5.30	Understanding Service Delivery For One Stop Centre
15	Timothy Onimisi	5.30 – 5.40	An Analysis on Strategies For Effective Implementation of Federal Character Policy in Nigeria
	Roundtable Q&A Discussion	5.40 – 5.50	Roundtable Q&A Discussion
	Certificate Presentation	5.50 – 6.00	Certificate Presentation

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## FACING A DISRUPTIVE ERA IN HEALTH SERVICES: STUDY IN HOSPITALS IN THE CITY OF SURABAYA, INDONESIA

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### ABSTRACT

This paper aims to analyze and develop a theoretical model of how strategies face the disruptive era in health services. Health services in the world currently face VUCA conditions (volatile, uncertainty, complexity and ambiguity) because they are faced with disruption in healthcare. The hospital as an incumbent in the era of disruption must take a firm stance, whether it is to become a follower carried away, or even die crushed by change or trying to be a winner. Declaration of Making Indonesia 4.0 by the President is the Indonesian government's response to disruption in the global industrial world that has entered industry 4.0. Therefore hospitals must be able to transform in this digital era. This research was carried out in a hospital in Surabaya with consideration of Surabaya as the second largest city in Indonesia that faces a very complex public health problem because it is a reference from other cities and regions. The method used is qualitative and data collection is done through in-depth interviews with relevant parties. For this reason, the focus of the study in this research is how the current position of the hospital is in the implementation of the hospital information system. The specific dimensions studied are leadership and human resources dimensions, health service administration systems, and readiness of information technology-based facilities.

**Keywords:** Disruptive, Health Services, leadership

### 1. INTRODUCTION

Every innovation is a nuisance and to produce innovation there must be a clear understanding of the scenario and the existing business environment. Currently it has entered the industrial 4.0 era, which is where various innovations are needed to face and adjust to this fast-paced business environment. Industry 4.0 is the name of the latest automation and data exchange trends in factory technology. This term includes cyber-physical systems, the internet for everything, cloud computing, and cognitive computing. (Hermann, Pentek, Otto, 2016; Jürgen Jasperneite; Kagermann, H., W. Wahlster and J. Helbig, eds., 2013; Heiner Lasi, Hans-Georg Kemper, Peter Fettke, Thomas Feld, Michael Hoffmann, 2014). As a result of the acceleration of the changes that are caused it often disrupt the established business organization structure, this era is also called disruption era. Only



organizations that can respond quickly and develop appropriate strategies will take advantage of the development of this disruption era.

The digital age in the world of health is a challenge as well as an opportunity to be better at providing health services to the community. But there are still many misconceptions about disruption that are only associated with Information and Communication Technology (ICT). Even though this disruption era also demands cultural and even ideological changes in the public service system. During this time the bureaucracy in the hospital still seemed very feudal and closed. Cloud communities often do not have enough access to information about their medical records easily. Doctors or paramedics who serve patients tend to be closed to the people they serve. Health services, especially hospital services, still face many fundamental problems that still have no solution, such as access to medical records that are not yet available, referral processes between doctors and hospitals that often make it difficult, and also the process of current health insurance claims.

Past studies explained that disruptive innovation has brought affordability and convenience to customers in a variety of industries. However, health care remains expensive and inaccessible to many because of the lack of business-model innovation (Hwang, Jason and Christensen, Clayton M., 2008). Furthermore, in the era of digital business has introduced a lot of uncertainty and concern, but an organization or company that has an established culture of innovation will be able to respond better to the uncertainties and risks that accompany this era (Hill, Janelle B., 2017: 10). Moreover according to Thomas, Adv. Anju. (2016), facing the disrupted era, disruptive innovation is needed, and also requires "disruptive" human resources. The need for disruptive HR in organizations is to develop agility, to respond and adapt to fast markets and to remain relevant and successful in competitive market conditions. For this reason, the focus of this research is how the current position and the readiness of the hospital and health center as health services providers in the implementation of the health information system. The specific dimensions studied are leadership and human resources dimensions, health service administration systems, and readiness of information technology-based facilities.

## 2. RESEARCH METHOD

This research was carried out in hospitals in Surabaya, with consideration that this hospital is the biggest hospital in Surabaya as the second largest city in Indonesia that faces a very complex public health problem because it is a reference from other cities and regions. The research method used is qualitative. Data collection was conducted by in-depth interview, observation, and documentation. The technique of data analysis was done by description qualitatively, through the stages of data reduction, data presentation, and conclusion. In-depth interviews were conducted with relevant parties which include people who use health services in hospitals and health centers, hospital officials and health centers, heads of health centers and hospital management officials.

## 3. FINDINGS AND DISCUSSION

To explain how the readiness of hospitals as health care providers to carry out reforms in the era of disruption, this study focuses on 3 aspects, namely: leadership and human resources readiness, health service administration systems, and the readiness of information technology-based facilities.

**Leadership and human resources readiness.** From the interviews, all informants agreed that in the era of disruption, health services must be able to develop disruptive innovations as well. Leadership roles that are able to reform and encourage human resources in hospitals have not been so prominent. This condition can be seen from the unchanging culture and behavior of officers in providing health services to the community. Behind physical development that has changed a lot, but the behavior of officers tends not to change much. This opinion was supported by several informants who gave the same opinion where broadly speaking, the cultural factors that affect human resources in health services have not been much happening in public service reform. In the context of changing work culture and improving HR competencies, leadership roles are very necessary.

**Health service administration systems.** The results of the study show that various types of hospitals both state and private ownership are focused on the use of digital systems for administrative functions. Hospital administration systems have implemented digitalization to reduce the use of paper in various purposes such as to print laboratory results can now be reduced so that hospitals are more efficient.

**The readiness of information technology-based facilities.** The use of information system technology in the health sector is the application of e-health. E-Health is an innovation that was developed to facilitate the community in shortening the queue both at the health center and hospital. However, the innovation is still very simple because it can only reduce queues at hospitals or health centers. Actually, the very rapid industrial revolution 4.0 should be utilized more than that. The use of information systems for the exchange of electronic data between health service providers is still not well developed. Whereas in the era of disruption, the process of data exchange between health service centers should be very important, given the very high mobility of the people and the possibility of treatment being carried out across hospitals and other health services institutions. The information system is needed to integrate the medical record data of patients between the hospital and its partner laboratories, so that patients are more facilitated in their health care process without having to go back and forth from one place to another.

Based on the findings of this study we try to formulate a model to develop a health innovation strategy in the era of disruption as shown below:



**Figure 1:** Model of innovation strategi in disruptive era

Our preposition is that to make a revolutionary change in this era of disruption, the role of leadership occupies the most strategic position. In turn it will change the culture and behavior of human resources, drive an effective and efficient administration system and be able to utilize information technology to support integrated health services. However, the results of this research still need to be continued with deeper studies and with broader scope to reinforce our prepositions above.

#### 4. CONCLUSION

The current position and the readiness of the hospital and health center as health services providers in the implementation of the health information can be concluded as follows: health services have not done much reform in order to face the era of disruption. Hospital management is still considered weak especially in terms of leadership and human resources who have not changed their mindset much, so that in anticipating the era of disruption is still not fast enough.

To be able to compile a disruptive innovation strategy, the first thing that needs to be strengthened is human resource competencies to be more ready to run more sophisticated information system technology. With adequate human resource competence in the field of information technology, the two priorities then to be developed are hospital administration systems and IT-based health care facilities. The stages of developing these strategies require strong and consistent organizational leadership commitment.

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## SUMMARY OF THE BOOK

### Title of the Book :

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Book of Extended Abstracts

### Organiser & Committee:

7<sup>th</sup> ICoPS 2019 Committee  
Faculty of Administrative Science and Policy Studies  
Universiti Teknologi MARA

### Location : UiTM Shah Alam

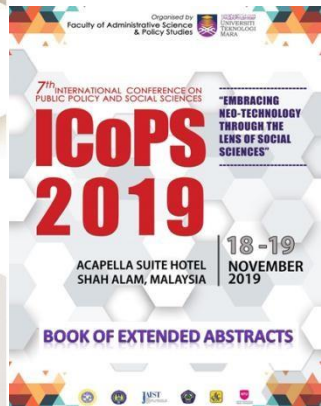
### Summary :

This book consists of the extended abstracts for 7<sup>th</sup> International Conference on Public Policy and Social Sciences (ICoPS 2019) organised by Faculty of Administrative Science & Policy Studies, UiTM Shah Alam. This book is an assemblage of various academic writings ranging from empirical papers, concept/theoretical papers, and project-based papers in conjunction with the theme of the conference –Embracing Neo-Technology Through the Lens of Social Sciences. All together, there are 72 extended abstracts that are categorised in FOUR different themes, i.e., International Relations and Diplomacy, Corporate Administration, Public Administration, Education and Sociology.

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