

DAY 1: 17 AUGUST 2017 (THURSDAY)	
Concurrent Session 1A: 1.30 PM – 3.00 PM Room: 613	
Theme: Halal Tourism (1) Moderator: Dr. Syahnaz Sulaiman	
1.30-1.45	Halal Tourism: Mosque Tourism in Malaysia from Legal and Regulatory Aspect <i>Azwina Wati Abdull Manaf, Hafiza Abdul Razak, Jalilah Mohd Ali and Maizatul Azila Chee Din</i> <i>Multimedia University</i>
1.45-2.00	Indonesia Islamic Tourism Guide (IITG): Web-Based Application for Developing the Potential of Islamic Tourism in Indonesia <i>Ziyan Muhammad Farhan, Muhammad Faza Imaduddin and Diah Wistanti Savitri</i> <i>University of Indonesia</i>
2.00-2.15	Halal Tourism: Literature Synthesis and Direction for Future Research <i>Nur Sa'adah Muhammad, Syahnaz Sulaiman, Khairul Akmaliah Adham and Mohd Fuaad Said</i> <i>Universiti Sains Islam Malaysia (USIM) & Universiti Putra Malaysia (UPM)</i>
2.15-2.30	Shariah Compliant Medical Tourism; An Unexplored Market Niche for Malaysia <i>Zainal Abidin Mohamed, Nurhidayah Kadir, Zurina Kefeli, Nursilah Ahmad and Abdul Manan Ismail</i> <i>Universiti Sains Islam Malaysia (USIM)</i>
2.30-2.45	Discover of New Spot Nature Tourism Part of Self Awareness Citizen through Social Media Indonesia Perspective <i>Muhammad Fikri and Hani Hadiati Pujawardhani</i> <i>Nusantara Islamic University, Bandung, West Java, Indonesia</i>
Concurrent Session 1B: 1.30 PM – 3.00 PM Room: 614	
Theme: Quality Assurance and Shariah Audit Moderator: Dr. Ummi Salwa Ahmad Bustamam	
1.30-1.45	Strategy Construction Towards Certification of Islamic Quality Management Standard, MS1900:2014 <i>Ummi Salwa Ahmad Bustamam and Arbain Sarion</i> <i>Universiti Sains Islam Malaysia (USIM)</i>
1.45-2.00	Halal Food Certification in Turkey: A Study on Situation Determination <i>Abdurrahman Gumrah, Hasan Hakses and Fatih Ibrahim Kursunmaden</i> <i>Selcuk University</i>
2.00-2.15	Key Challenges and Opportunities for Development of Halal Medical Device Industry <i>Nur Farhani Zarmani, Mohd Anuar Ramli, Shaikh Mohd Saifuddeen Shaikh Mohd Salleh and Noorul Huda Sahari</i> <i>Universiti Teknologi MARA (UiTM), Universiti Malaya (UM) & Institute of Islamic Understanding</i>

2.15-2.30	The Influence of Implementation of MUI Halal Certificate in the Province of Bali, Indonesia <i>Bambang Sudaryana</i> <i>Politeknik LP3I Bandung</i>
2.30-2.45	The Role of Shariah Supervisory Boards of Islamic Hotels in Indonesia: The Call for General Accepted Standard <i>Ade Wirman Syafei</i> <i>University of Al Azhar of Indonesia</i>
DAY 1: 17 AUGUST 2017 (THURSDAY)	
Concurrent Session 1C: 1.30 PM – 3.00 PM Room: 615	
Theme: Halal Marketing (1) Moderator: Assoc. Prof. Dr. Nor Asiah Omar	
1.30-1.45	Self-image Congruence Theory: To What Extent Does It Hold in Islamic Banking? <i>Syadiyah Abdul Shukor</i> <i>Universiti Sains Islam Malaysia (USIM)</i>
1.45-2.00	Factors Affecting Consumers Decision in Purchasing MUI Halal-Certified Food Products <i>Qurroh Ayuniyyah, KH. Didin Hafidhuiddin and Hambari</i> <i>International Islamic University of Malaysia (IIUM) & Bogor Agricultural University, Indonesia</i>
2.00-2.15	Enhancing Financial Education: Debt Taking and Charity-Giving Contexts <i>Laily Dwi Arsyianti, Salina Kassim and Adewale Abideen Adeyemi</i> <i>IPB, Bogor Agricultural University & International Islamic University of Malaysia (IIUM)</i>
2.15-2.30	How Does Severity of Violation Foster Negative Consumer Behaviors? The Mediating Role of Trust Recovery of Halal Certification Retracted Incidents <i>Nor Asiah Omar and Muhamad Azrin Nazri</i> <i>Universiti Kebangsaan Malaysia (UKM) & Universiti Sains Islam Malaysia (USIM)</i>
2.30-2.45	Journey to Shariah Hospital: An Indonesian Experience <i>Siti Aisyah Ismail, Masyhudi AM, Burhanuddin Hamid, Wahyu Sulistiadi and Sagiran</i> <i>Islamic Health Institution Network of Indonesia, Sultan Agung Islamic Hospital & University of Indonesia</i>
Concurrent Session 2A: 3.30 PM – 5.00 PM Room: 613	
Theme: Halal Financing (1) Moderator: Dr. Norhaziah Nawai	
3.30-3.45	A Study of Governance Mechanisms on Sustainability and Outreach of Islamic Microfinance Institution (MFI) in Malaysia <i>Norhaziah Nawai, Norhazlina Ibrahim and Hamdino Hamdan</i> <i>Universiti Sains Islam Malaysia (USIM) & International Islamic University of Malaysia (IIUM)</i>

3.45-4.00	The Impact of Fiscal and Monetary Policies on the Growth of Islamic Banking in Indonesia and Malaysia <i>Indana Zulfa Sari, Dhia Fauziyah Salsabila, Noer Azam Achsani and Salsa Dilla Bogor Agricultural University</i>
4.00-4.15	Revised Malaysian Shariah Screening: Its Impact on Islamic Capital Market <i>Fauzias Mat Nor, Ainulashikin Marzuki, Nur Ainna Ramli and Amir Shahrudin Universiti Sains Islam Malaysia (USIM)</i>
4.15-4.30	Efficiency Analysis of Conventional and Islamic Rural Bank in Indonesia: A Comparative Study <i>Bazari Azhar Azizi Durham University</i>
4.30-4.45	Shariah Issues in Preference Shares: An Analysis Based on Musharakah Contract <i>Shamsiah Mohamad, Mezbah Uddin Ahmed and Mohd Bahroddin Badri International Shari'ah Research Academy for Islamic Finance (ISRA)</i>
4.45-5.00	On the Significance of Islamic Finance in Securing 'Halal Tayyab' <i>Mughees Shaukat College of Banking and Financial Studies, Oman</i>
DAY 1: 17 AUGUST 2017 (THURSDAY)	
Concurrent Session 2B: 3.30 PM – 5.00 PM Room: 614	
Theme: Halal Marketing (2) Moderator: Dr. Muhamad Azrin Nazri	
3.30-3.45	The Role of Corporate Social Responsibility in Halal Violation: Evidence from Malaysia <i>Muhamad Azrin Nazri and Nor Asiah Omar Universiti Sains Islam Malaysia (USIM) & Universiti Kebangsaan Malaysia (UKM)</i>
3.45-4.00	The Effect of Halal Label, Halal Awareness, Product Price and Brand Image to the Purchasing Decision of Cosmetic Products (Case Study on Consumers of Sari Ayu Martha Tilaar in Binjai City) <i>Henry Aspan, Ade Putri Muharrami and Husni Muharram Ritonga Universitas Pembangunan Panca Budi</i>
4.00-4.15	Modeling the Predictor of Intention in Purchasing Halal Skin Care Products among User and Non-user <i>Azreen Jihan Che Mohd Hashim, Rosidah Musa and Wan Nadiyah Mohd Nadzri Universiti Sains Islam Malaysia (USIM), Universiti Teknologi MARA (UiTM) & Management and Science University (MSU)</i>
4.15-4.30	Halal Purchase Intention on Processed Food <i>Saniatun Nurhasanah and Happy Febrina Hariyani Bogor Agricultural University & STEI Tazkia Bogor</i>

4.30-4.45	The Impact of Implementation of Shariah Hospital Certification on Hospital Performance in Sultan Agung Islamic Hospital <i>Siti Aisyah Ismail, Masyhudi AM, Adang Bachtiar and Ede Surya Darmawan</i> <i>University of Indonesia & Sultan Agung Islamic Hospital</i>
Concurrent Session 2C: 3.30 PM – 5.00 PM Room: 615	
Theme: Ethics on Halal Moderator: Dr. Nathasa Mazna Ramli	
3.30-3.45	An Analysis of Judicial Approaches on Division of Matrimonial Asset Division in Malaysian Syariah Courts <i>Noorul Huda Sahari, Siti Khadijah Ab Rahman, Nur Farhani Zarmani and Amal Hayati Ishak</i> <i>Universiti Teknologi MARA (UiTM)</i>
3.45-4.00	Halal Reporting: What Companies Communicate to Stakeholders? <i>Nathasa Mazna Ramli, Sumaiyah Abd Aziz and Solehah Aqilah Md Ali</i> <i>Universiti Sains Islam Malaysia (USIM)</i>
4.00-4.15	Integrating Halal in Developing a Business Model <i>Sumaiyah Abd Aziz and Nathasa Mazna Ramli</i> <i>Universiti Sains Islam Malaysia (USIM)</i>
4.15-4.30	Effect of Islamic Work Ethics, Professionalism and Commitment Internal Auditor Profession of Commitment to Organization Inspectorate Aceh Province <i>Muammar Khaddafi, Mohd Heikal, Falahuddin, Wahyuddin, Henry Aspan and Asmaul Husna</i> <i>Universitas Malikussaleh & Universitas Pembangunan Panca Budi Medan</i>
4.30-4.45	Cognitive Moral Development, Organizational Situation and Ethical Decision Making in Business and Accounting <i>Abdul Hamid Habbe, Andi Kusumawati, Alimuddin and Yohanis Rura</i> <i>Hasanuddin University</i>
DAY 2: 18 AUGUST 2017 (FRIDAY)	
Concurrent Session 3A: 9.00 PM – 10.30 AM Room: 613	
Theme: Halal Logistics Moderator: Prof. Dr. Abdul Razak Ibrahim	
9.00-9.15	Framework of Halal Logistic Management: An Empirical Study on the Malaysian Industry <i>Abdul Aziz Abdullah, Abdul Razak Ibrahim, Siti Syahirah Saffinee and Abdul Rahman Abu</i> <i>Universiti Sultan Zainal Abidin (UNISZA), Kolej Universiti Poly-Tech MARA & International Institute for Halal Research And Training (INHART), International Islamic University Malaysia (IIUM)</i>

9.15-9.30	Institutionalization of Halal Industry in Malaysia and Thailand: A Preliminary Study <i>Mohd Zufri Mamat, Noor Zulaika Musa and Maisarah Hasbullah</i> <i>Universiti Malaya (UM)</i>
9.30-9.45	Halal Integrated Logistics Management System: Lesson Learnt from Malaysian Industries <i>Yusoff Taib, Abdul Razak Ibrahim and Abdul Aziz Abdullah</i> <i>Kolej University Poly-Tech MARA & Universiti Sultan Zainal Abidin (UNISZA)</i>
9.45-10.00	Halal Logistic Management: An Exploratory Approach <i>Abdul Razak Ibrahim, Abdul Aziz Abdullah and Siti Syahirah Saffinee</i> <i>Kolej University Poly-Tech MARA, Universiti Sultan Zainal Abidin (UNISZA) & International Institute for Halal Research And Training (INHART), International Islamic University Malaysia (IIUM)</i>
10.00-10.15	Leadership Style Index in Malaysia Halal Small and Medium Enterprises <i>Suzana Ariff Azizan, Che Wan Jasimah Wan Mohamed Radzi, Nursyakirah Abd Manap and Hashem Salarzadeh Jenatabadi</i> <i>Universiti Malaya (UM)</i>
Concurrent Session 3B: 9.00 AM – 10.30 AM Room: 614	
Theme: Halal Financing (2) Moderator: Dr. Andri Soemitra	
9.00–9.15	The Effectiveness of Triple Cooperation among Government, Industry and University in Developing Student's Halal Investment Literacy: Case Study UIN Sumatera Utara Medan Indonesia <i>Andri Soemitra and Saidurrahman</i> <i>UIN Sumatera Utara Medan Indonesia</i>
9.15-9.30	Credit Risk Analysis on Islamic Banking in the World <i>Kharisya Ayu Effendi and Nugraha Mohamad Wiganda</i> <i>Widyatama University, Indonesia</i>
9.30-9.45	The Influence of Islamicity Performance Index on Financial Health of Sharia Commercial Banks in Indonesia <i>Sabirin Idris, Tettet Fitrijanti and Edi Jaenudin</i> <i>Universitas Padjadjaran</i>
9.45-10.00	Threat to and Potential of Contemporary Islamic Finance Industry: New Institutional Economics and Islamic Moral Economy Perspective <i>Eun Kyoung Lee</i> <i>Durham University</i>
10.00-10.15	Tax and Zakat Research: A Meta-Analysis <i>Nur Shahira Mohamad Nor & Izlawanie Muhamad</i> <i>Universiti Sains Islam Malaysia (USIM)</i>

DAY 2: 18 AUGUST 2017 (FRIDAY)	
Concurrent Session 3C: 9.00 AM – 10.30 AM Room: 615	
Theme: Halal Governance	
Moderator: Assoc. Prof. Dr. Yasmin Hanani Mohd Safian	
9.00–9.15	<p>The Conceptual Model of Triangle Halal Ecosystem and Its Benefit in Korean Halal Industry</p> <p><i>Mingyu Park and Mohammad Aizat Jamaludin</i></p> <p><i>International Institute for Halal Research And Training (INHART), International Islamic University Malaysia (IIUM)</i></p>
9.15-9.30	<p>Revisiting the Fiqh of Halal-Haram Animals: An Analysis of Malaysian Fatwa Relating to Animal Care and Use</p> <p><i>Mohd Istajib Mokhtar and Syafiq Munir Ismail Munir</i></p> <p><i>Universiti Malaya (UM)</i></p>
9.30-9.45	<p>Halal Governance in Malaysian Companies</p> <p><i>Yasmin Hanani Mohd Safian, Ahmad Zaki Salleh, Muhammad Hafizuddin Jamil and Mohammad Aizat Jamaludin</i></p> <p><i>Universiti Sains Islam Malaysia (USIM) & International Institute for Halal Research and Training (INHART), International Islamic University Malaysia (IIUM)</i></p>
9.45-10.00	<p>The Implication of Differences in Halal Standard of Malaysia, Indonesia, Brunei and Singapore</p> <p><i>Saadon Man and Norhidayah Pauzi</i></p> <p><i>Universiti Malaya (UM)</i></p>
10.00-10.15	<p>The Impact of Organizational Socialization on Organizational Commitment and Job atisfaction: Islamic Banking</p> <p><i>Fatih Ibrahim Kursunmaden</i></p> <p><i>Selcuk University</i></p>
Concurrent Session 4A: 11.00 AM – 12.30 AM Room: 613	
Theme: Halal Financing (3)	
Moderator: Dr. Junaidah Abu Seman	
11.00-11.15	<p>Does Islamic Microfinance Promote Economic Development and Social Well-being?: Evidence from Somalia's Small and Medium Enterprises (SMEs)</p> <p><i>Ahmed Abdirahman Herzi, Muhamad Rahimi Osman, Amir Shaharuddin and Husniyati Ali</i></p> <p><i>Universiti Sains Islam Malaysia (USIM) & Universiti Teknologi MARA (UiTM)</i></p>
11.15-11.30	<p>Attractive Factors for Individual Inventors in Malaysia to Invest in Unit Trust</p> <p><i>Siti Khadijah Ab. Manan, Nur Farahin Abdul Rahim and Norul Huda Sahari</i></p> <p><i>Universiti Teknologi MARA (UiTM)</i></p>
11.30-11.45	<p>Financial Inclusion through Islamic Finance: Measurement Framework</p> <p><i>Junaidah Abu Seman and Avlyn Roziana Mohd Ariffin</i></p> <p><i>Universiti Sains Islam Malaysia (USIM)</i></p>

11.45-12.00	Spending Patterns of UiTM's Zakat Recipients <i>Rafeah Saidon, Siti Khadijah Ab Manan, Noorul Huda Sahari and Fadilah Adibah Ismail</i> <i>Universiti Teknologi MARA (UiTM)</i>
12.00-12.15	Reviving Islamic Values Policy in Halal Food Industry for Islamic Economic Development in Indonesian Perspective <i>Muhammad Yusuf and Asri Noer Rahmi</i> <i>STIE Indonesia Banking School</i>
DAY 2: 18 AUGUST 2017 (FRIDAY)	
Concurrent Session 4B: 11.00 AM – 12.00 PM Room: 614	
Theme: Halal Tourism (2) Moderator: Dr. Avylin Roziana Mohd Ariffin	
11.00-11.15	Regulating Halal Tourism in Indonesia <i>Mohamad Nur Yasin</i> <i>The State Islamic University of Maulana Malik Ibrahim Malang, Indonesia</i>
11.15-11.30	Emerging a New Meaning of Halal Tourism through Halal Food Culture: A Case Study on Japan and South Korea <i>Nur Diyana Abd Rahman and Mohammad Aizat Jamaludin</i> <i>International Institute for Halal Research And Training (INHART), International Islamic University Malaysia (IIUM)</i>
11.30-11.45	The Role of Travel Bureau in Encouraging Sharia Tourism in Indonesia <i>Efri Syamsul Bahri</i> <i>STEI SEBI</i>
11.45-12.00	Development of Audit Checklist for Muslim Friendly Hotel's Room <i>Siti Syahirah Saffinee, Khairusy Syakirin Has-Yun Hashim and Muhammad Aizat Jamaludin</i> <i>International Institute for Halal Research And Training (INHART), International Islamic University Malaysia (IIUM)</i>
Concurrent Session 4C: 11.00 PM – 12.30 PM Room: 615	
Theme: Halal Food Technology and Management (1) Moderator: Assoc. Prof. Dr. Alina Abdul Rahim	
11.00-11.15	Evaluation of an In-house Test Kit for Rapid Detection of Porcine DNA in Processed Food <i>Lee-Lee Tan, Thean-Hock Tang</i> <i>Universiti Sains Malaysia (USM)</i>
11.15-11.30	Effect of Citrus reticulata Blanco Crude Flower Extract (CFE) on Physico-Chemical and Nutritional Properties of Cheddar Cheese <i>Usman Mir Khan, Ishtiaque Ahmad, Saima Inayat, Rashida Perveen, H. M. Arslan Amin, Muhammad Ayaz and Nisar Ahmad.</i> <i>University of Veterinary and Animal Sciences Lahore, Pakistan & Lahore College for Women University</i>

11.30-11.45	Preservation of Ice Cream by Date Palm Fruit Extract: Future Prospects for Halal Foods <i>Muhammad Nadeem and Nadeem Abbas</i> <i>University of Veterinary and Animal Sciences Lahore, Pakistan</i>
11.45-12.00	Garlic Oil and Purple Cabbage Pigment as Antimicrobial Agent in Edible Food Packaging Film <i>Siti Noor Suzila Maqsood ul Haque, Nor Hafiza Izzati Wahab and Nik Nurul Amira Abdul Latif</i> <i>Universiti Teknologi MARA (UiTM)</i>
12.00-12.15	Analysis of 12s rRNA Gene for Pork Identification in Gummy Candy Using Polymerase Chain Reaction “Restriction Fragment Length Polymorphism (PCR-RFLP)” <i>M. Hatta Prabowo, Farida Fakhrunnisa, Tiara Permata Chandra, Rochmy Istikharah and Ari Wibowo</i> <i>Islamic University of Indonesia & University of Indonesia</i>
DAY 2: 18 AUGUST 2017 (FRIDAY)	
Concurrent Session 5A: 2.00 PM – 3.30 PM Room: 613	
Theme: Halal Food Technology and Management (2) Moderator: Assoc. Prof. Dr. Che Wan Jasimah Wan Mohamed Radzi	
2.00-2.15	Technology Management in Halal Food Manufacturing Companies: A New Concept with Application of Taguchi Method <i>Hashem Salarzadeh Jenatabadi, Che Wan Jasimah Wan Mohamed Radzi and Nursyakirah Abd Manap</i> <i>Universiti Malaya (UM)</i>
2.15-2.30	GoHALAL: An Android-Based Application for Halal Consumers Find Halal Food and Beverages <i>M Nurilman Baehaqi, Firdaus Alif F, M Reyhan Fahlevi and M Eka Suryana</i> <i>Universitas Negeri Jakarta</i>
2.30-2.45	Effects of Glycosaminoglycans Extract from Sea Cucumber Stichopus Vastus on Inflammatory Mediators and Tissue Healing on Rodents with Full Thickness Burn Injury <i>Mohd Faeiz Pauzi, Siti Norazlina Juhari, Mohd Nikman Ahmad and Farid Che Ghazali</i> <i>Universiti Sultan Zainal Abidin (UNISZA) & Universiti Sains Malaysia (USM)</i>
2.45-3.00	Total Quality Management Practices: A Comparison Study between Halal and Non-halal Food Producer Companies in Malaysia <i>Che Wan Jasimah Wan Mohamed Radzi</i> <i>Universiti Malaya (UM), Nursyakirah bd Manap and Hashem Salarzadeh Jenatabadi</i>
3.00-3.15	Halal Food Industry in Thailand: History, Prospects and Challenges <i>Mohd Saiful Anwar Mohd Nawawi, Che Wan Jasimah Wan Mohamed Radzi, Mohd Zufri Mamat, Maisarah Hasbullah, Mohd Istajib Mokhtar, Hashem Salarzadeh Jenatabadi, Saadan Man, Azmah Haji Othman, Suzana Ariff Azizan and Norhidayah Pauzi</i> <i>Universiti Malaya (UM)</i>

Concurrent Session 5B: 2.00 PM – 3.00 PM Room: 614	
Theme: Halal Tourism (3)	
Moderator: Dr. Farah Laili Muda @ Ismail	
2.00-2.15	The Indonesian Strategy in Developing Halal Tourism in Lombok: A Global Value Chain Perspective <i>Siti Daulah Khoiriyati and Dedi Dinarto</i> <i>Universitas Gadjah Mada</i>
2.15-2.30	Application of the Minister Decree of Tourism Ministry, Quality Management and Customer Satisfaction on Sharia Hotel and Guest House (Study case: Joglosemar Region, Indonesia) <i>Rafika Meidiana, Nisaulfathona Hidayati, Indah Prihastuti and Indah Susilowati</i> <i>Diponegoro University, Semarang Indonesia</i>
2.30-2.45	Job Satisfaction Among Employees in Sharia-Compliant Hotels in Malaysia <i>Farah Laili Muda @ Ismail, Norailis Ab Wahab, Latifah Abdul Latiff and Anita Ismail</i> <i>Universiti Sains Islam Malaysia (USIM)</i>
2.45-3.00	Potentials and Challenges of Sharia Tourism in West Sumatra Indonesia <i>Martini Adityas Halmahera and Efri Syamsul Bahri</i> <i>STEI SEBI</i>
DAY 2: 18 AUGUST 2017 (FRIDAY)	
Concurrent Session 5C: 2.00 PM – 3.30 PM Room: 615	
Theme: Halal Development	
Moderator: Dr. Aiedah Abdul Khalek	
2.00-2.15	Unveiling Islamic Banking Literacy Factors among Micro Entrepreneurs in Bogor City, West Java Indonesia <i>Zara Fathia Muflihani, Laily Dwi Arsyianti and Irfan Syauqi Beik</i> <i>International Islamic University of Malaysia (IIUM) & IPB, Bogor Agricultural University</i>
2.15-2.30	Prospects of Halal Product In Developing Economy (Nigeria and Malaysia as a Case Study) <i>Oyelakin Idris Oyewale</i> <i>Universiti Sains Islam Malaysia (USIM)</i>
2.30-2.45	Managing Differences in Food Consumption in a Multi-Religious Society: Exploring Halal Dining Experience and Its Impact on Social Cohesion in Malaysia <i>Aiedah Abdul Khalek, Ros Aiza Mokhtar and Adrian Yong Tat Yao</i> <i>Monash University Malaysia</i>
2.45-3.00	A Preliminary Survey on Institutionalization and Assimilation of Halal in Malaysia <i>Maisarah Hasbullah, Alphian Ghaffar and Mohd Zufri Mamat</i> <i>Universiti Malaya (UM)</i>
3.00-3.15	Batik as a Medium of Islamic Character Education Based on Bogor Wisdom <i>Indriya R. Dani, Syarifah Ustiauwati Mukri and Hendri Tanjung</i> <i>Ibn Khaldun University Bogor</i>

LIST OF PRESENTERS

SESSION	NAME OF PRESENTERS	TITLE
CONCURRENT SESSION 1		1.30-3.00 PM
17 August 2017		
Session 1A (Room 613)	Azwina Wati Abdull Manaf (Multimedia University)	Halal Tourism: Mosque Tourism in Malaysia from Legal and Regulatory Aspect
	Ziyan Muhammad Farhan (University of Indonesia)	Indonesia Islamic Tourism Guide (IITG): Web-Based Application for Developing the Potential of Islamic Tourism in Indonesia
	Syahnaz Sulaiman (Universiti Sains Islam Malaysia)	Halal Tourism: Literature Synthesis and Direction for Future Research
	Zainal Abidin Mohamed (Universiti Sains Islam Malaysia)	Shariah Compliant Medical Tourism: An Unexplored Market Niche for Malaysia
	Muhammad Fikri (Nusantara Islamic University)	Discover of New Spot Nature Tourism Part of Citizen Awareness through Social Media Indonesia Perspective
Session 1B (Room 614)	Ummi Salwa Ahmad Bustaman (Universiti Sains Islam Malaysia)	Strategy Construction Towards Certification of Islamic Quality Management Standard, MS1900:2014
	Abdurrahman Gmrah (Selcuk University)	Halal Food Certification in Turkey: A Study on Situation Determination
	Nur Farhani Zarmani (Universiti Teknologi MARA)	Key Challenges and Opportunities for Development of Halal Medical Device Industry
	Bambang Sudaryana (Politeknik LP3I Bandung)	The Influence of Implimentation of MUI Halal Certificate in the Province of Bali, Indonesia
	Ade Wirman Syafei (University of Al Azhar of Indonesia)	The Role of Shariah Supervisory Boards of Islamic Hotels in Indonesia: The Call for General Accepted Standard
Session 1C (Room 615)	Syadiyah Abdul Shukor (Universiti Sains Islam Malaysia)	Self-image Congruence Theory: To What Extent Does It Hold in Islamic Banking?
	Qurroh Ayuniyyah (International Islamic University of Malaysia)	Factors Affecting Consumers Decision in Purchasing Halal Food Products
	Laily Dwi Arsyianti (IPB, Bogor Agricultural University)	Enhancing Islamic Finance Education: Debt Taking and Charity-Giving Contexts
	Nor Asiah Omar (Universiti Kebangsaan Malaysia)	How Does Severity of Violation Foster Negative Consumer Behaviors? The Mediating Role of Trust Recovery of Halal Certification Retracted Incidents

	Siti Aisyah Ismail (Islamic Health Institution Network of Indonesia)	Journey to Shariah Hospital: An Indonesian Experience
CONCURRENT SESSION 2		3.30-5.00 PM
		17 August 2017
Session 2A (Room 613)	Norhaziah Nawai (Universiti Sains Islam Malaysia)	A Study of Governance Mechanisms on Sustainability and Outreach of Islamic Microfinance Institution (MFI) in Malaysia
	Indana Zulfa Sari (Bogor Agricultural University)	The Impact of Fiscal and Monetary Policies on the Growth of Islamic Banking in Indonesia and Malaysia
	Fauzias Mat Nor (Universiti Sains Islam Malaysia)	Revised Malaysian Shariah Screening: Its Impact on Islamic Capital Market
	Bazari Azhar Azizi (Durham University)	Efficiency Analysis of Conventional and Islamic Rural Bank in Indonesia: A Comparative Study
	Shamsiah Mohamad (International Shari'ah Research Academy for Islamic Finance)	Shariah Issues in Preference Shares: An Analysis Based on Musharakah Contract
	Mughees Shaukat (College of Banking and Financial Studies, Oman)	On the Significance of Islamic Finance in Securing 'Halal Tayyab'
Session 2B (Room 614)	Muhamad Azrin Nazri (Universiti Sains Islam Malaysia)	The Role of Corporate Social Responsibility in Halal Violation: Evidence from Malaysia
	Henry Aspan (Universitas Pembangunan Panca Budi)	The Effect of Halal Label, Halal Awareness, Product Price, Brand Awareness to the Consumer Purchasing Decision of Cosmetic Products (Case Study of Sari Ayu Martha Tilaar Cosmetics in Binjai City)
	Wan Nadiah Mohd Nadzri (Management and Science University)	Modelling the Predictor of Intention in Purchasing Halal Skin Care Products among User and Non-user
	Saniatun Nurhasanah (Bogor Agricultural University)	Halal Purchase Intention on Processed Food
	Siti Aisyah Ismail (Islamic Health Institution Network of Indonesia)	The Impact of Implementation of Shariah Hospital Certification on Hospital Performance in Sultan Agung Islamic Hospital
Session 2C (Room 615)	Noorul Huda Sahari (Universiti Teknologi MARA)	An Analysis of Judicial Approaches on Division of Matrimonial Asset Division in Malaysian Syariah Courts

	Nathasa Mazna Ramli (Universiti Sains Islam Malaysia)	Halal Reporting: What Companies Communicate to Stakeholders?
	Sumaiyah Abd Aziz (Universiti Sains Islam Malaysia)	Integrating Halal in Developing a Business Model
	Muammar Khaddafi (Universitas Malikussaleh)	Effect of Islamic Work Ethics, Professionalism and Commitment Internal Auditor Profession of Commitment to Organization Inspectorate Aceh Province
	Abdul Hamid Habbe (Hasanuddin University)	Cognitive Moral Development, Organizational Situation and Ethical Decision Making in Business and Accounting
CONCURRENT SESSION 3		9.00-10.30 AM 18 August 2017
Session 3A (Room 613)	Abdul Aziz Abdullah (Universiti Sultan Zainal Abidin)	Framework of Halal Logistic Management: An Empirical Study on the Malaysian Industry
	Mohd Zufri Mamat (Universiti Malaya)	Institutionalization of Halal Industry in Malaysia and Thailand: A Preliminary Study
	Yusoff Taib (Kolej University Poly-Tech MARA)	Halal Integrated Logistics Management System: Lesson Learnt from Malaysian Industries
	Abdul Razak Ibrahim (Kolej University Poly-Tech MARA)	Halal Logistic Management: An Exploratory Approach
	Suzana Ariff Azizan (Universiti Malaya)	Leadership Style Index in Malaysia Halal Small and Medium Enterprises
Session 3B (Room 614)	Andri Soemitra (UIN Sumatera Utara Medan Indonesia)	The Effectiveness of Triple Cooperation among Government, Industry and University in Developing Students Awareness: Case Study UIN Sumatera Utara Medan Indonesia
	Kharisya Ayu Effendi (Widyatama University, Indonesia)	Credit Risk Analysis on Islamic Banking in the World
	Sabirin Idris (Universitas Padjadjaran)	The Influence of Islamicity Performance Index on Financial Health of Sharia Commercial Banks in Indonesia
	Eun Kyoung Lee (Durham University)	Threat to and Potential of Contemporary Islamic Finance Industry: New Institutional Economics and Islamic Moral Economy Perspective
	Nur Shahira Mohamad Nor (Universiti Sains Islam Malaysia)	Tax and Zakat Research: A Meta-Analysis

Session 3C (Room 615)	Mingyu Park (International Institute for Halal Research and Training (INHART), IIUM)	The Conceptual Model of Triangle Halal Ecosystem and Its Benefit in Korean Halal Industry
	Mohd Istajib Mokhtar (Universiti Malaya)	Revisiting the Fiqh of Halal-Haram Animals: An Analysis of Malaysian Fatwa Relating to Animal Care and Use
	Yasmin Hanani Mohd Safian (Universiti Sains Islam Malaysia)	Halal Governance in Malaysian Companies
	Saadon Man (Universiti Malaya)	The Implication of Differences in Halal Standard of Malaysia, Indonesia, Brunei and Singapore
	Fatih Ibrahim Kurunmaden (Selcuk University)	The Impact of Organizational Socialization on Organizational Commitment and Job Satisfaction: Islamic Banking
CONCURRENT SESSION 4 11.00-12.30 AM 8 August 2017		
Session 4A (Room 613)	Ahmed Abdirahman Herzi (Universiti Sains Islam Malaysia)	Does Islamic Microfinance Promote Economic Development and Social Well-being?: Evidence from Somalia's Small and Medium Enterprises (SMEs)
	Siti Khadijah Ab. Manan (Universiti Teknologi MARA)	Attractive Factors for Individual Investors in Malaysia to Invest in Unit Trust
	Junaidah Abu Seman (Universiti Sains Islam Malaysia)	Financial Inclusion through Islamic Finance: Measurement Framework
	Rafeah Saidon (Universiti Teknologi MARA)	Spending Patterns of UiTM's Zakat Recipients
	Muhammad Yusuf (STIE Indonesia Banking School)	Reviving Islamic Values Policy in Halal Food Industry for Islamic Economic Development in Indonesian Perspective
Session 4B (Room 614)	Mohamad Nur Yasin (Universitas Islam Negeri Maulana Malik Ibrahim Malang, Indonesia)	Regulating Halal Tourism in Indonesia
	Nur Diyana binti Abd Rahman (International Institute for Halal Research and Training (INHART), IIUM)	Emerging A New Meaning of Halal Tourism Through Halal Food Culture: A Case Study on Japan and South Korea
	Efri Syamsul Bahri (STEI SEBI)	The Role of Travel Bureau in Encouraging Sharia Tourism in Indonesia

	Siti Syahirah Saffinee (InternationalInstituteforHalalResearchandTraining(INHART),IIUM)	Development of Audit Checklist for Muslim Friendly Hotel's Room
Session 4C (Room 615)	Lee-Lee Tan, Thean-Hock Tang (Universiti Sains Malaysia)	Evaluation of an In-house Test Kit for Rapid Detection of Porcine DNA in Processed Food
	Usman Mir Khan (University of Veterinary and Animal Sciences, Lahore, Pakistan)	Effect of Citrus Reticulata Blanco Crude Flowers Extract (CFE) on Physico-Chemical and Nutritional Properties of Cheddar Cheese
	Muhammad Nadeem (University of Veterinary and Animal Sciences Lahore)	Preservation of Ice Cream by Date Palm Fruit Extract: Future Prospects for Halal Foods
	Suzihaque, M.U.H (Universiti Teknologi MARA)	Garlic Oil and Purple Cabbage Pigment as Antimicrobial Agent in Halal Edible Food Packaging Film
	M. Hatta Prabowo (Islamic University of Indonesia)	Analysis of 12s rRNA Gene for Pork Identification in Gummy Candy Using Polymerase Chain Reaction "Restriction Fragment Length Polymorphism (PCR-RFLP)"
CONCURRENT SESSION 5		
2.00-3.30 PM 18 August 2017		
Session 5A (Room 613)	Hashem Salarzadeh Jenatabadi (Universiti Malaya)	Technology Management in Halal Food Manufacturing Companies: A New Concept with Application of Taguchi Method
	M Nurilman Baehaqi (Universitas Negeri Jakarta)	GoHALAL: An Android-Based Application for Halal Consumers Find Halal Food and Beverages
	Mohd Faeiz Pauzi (Universiti Sultan Zainal Abidin)	Effect of Glycosaminoglycans (GAGs) Extract from Sea Cucumber Stichopus Vastus on Inflammatory Mediators and Tissue Healing on Rodents with Full Thickness Burn Injury
	Che Wan Jazimah Wan Mohamed Radzi (Universiti Malaya)	Total Quality Management practices: A Comparison Study between Halal and Non-halal Food Producer Companies in Malaysia
	Mohd Saiful Anwar Mohd Nawawi (Universiti Malaya)	Halal Food Industry in Thailand: History, Prospects and Challenges
Session 5B (Room 614)	Siti Daulah Khoiriati (Universitas Gadjah Mada)	The Indonesian Strategy in Developing Halal Tourism in Lombok: A Global Value Chain Perspective
	Rafika Meidiana (Diponegoro University, Semarang Indonesia)	Application of the Minister Decree of Tourism Ministry, Quality Management and Customer Satisfaction on Sharia Hotel and Guest House (Study case: Joglosemar Region, Indonesia)

	Farah Laili Muda @ Ismail (Universiti Sains Islam Malaysia)	Job Satisfaction Among Employees in Sharia-Compliant Hotels in Malaysia
	Martini Adityas Halmahera (STEI SEBI)	Potentials and Challenges of Sharia Tourism in West Sumatra Indonesia
Session 5C (Room 615)	Zara Fathia Muflihani (IPB, Bogor Agricultural University)	Unveiling Islamic Banking Literacy Factors among Micro Entrepreneurs in Bogor City, West Java Indonesia
	Oyelakin Idris Oyewale (Universiti Sains Islam Malaysia)	The Prospects of Halal Product In Developing Economy (Nigeria and Malaysia as a Case Study)
	Aiedah Abdul Khalek (Monash University Malaysia)	Managing Differences in Food Consumption in a Multi-Religious Society: Exploring Halal Dining Experience and Its Impact on Social Cohesion in Malaysia
	Maisarah Hasbullah (Universiti Malaya)	A Preliminary Survey on Institutionalization and Assimilation of Halal in Malaysia
	Indriya R. Dani (Ibn Khaldun University Bogor)	Batik as a Medium of Islamic Character Education

LIST OF ABSTRACTS

DAY 1: 17 AUGUST 2017 (THURSDAY)

Concurrent Session 1A: 1.30 PM – 3.00 PM | Room: 613

Theme: Halal Tourism (1)

Moderator: Dr. Syahnaz Sulaiman

Halal Tourism: Mosque Tourism in Malaysia from Legal and Regulatory Aspect

Azwina Wati Abdull Manaf, Hafiza Abdul Razak, Jalilah Mohd Ali and Maizatul Azila Chee Din
Multimedia University

Indonesia Islamic Tourism Guide (IITG): Web-Based Application for Developing the Potential of Islamic Tourism in Indonesia

Ziyan Muhammad Farhan, Muhammad Faza Imaduddin and Diah Wistanti Savitri
University of Indonesia

Halal Tourism: Literature Synthesis and Direction for Future Research

Nur Sa'adah Muhammad, Syahnaz Sulaiman, Khairul Akmaliah Adham and Mohd Fuaad Said
Universiti Sains Islam Malaysia (USIM) & Universiti Putra Malaysia (UPM)

Shariah Compliant Medical Tourism; An Unexplored Market Niche for Malaysia

Zainal Abidin Mohamed, Nurhidayah Kadir, Zurina Kefeli, Nursilah Ahmad and Abdul Manan Ismail
Universiti Sains Islam Malaysia (USIM)

Discover of New Spot Nature Tourism Part of Self Awareness Citizen through Social Media Indonesia Perspective

Muhammad Fikri and Hani Hadiati Pujawardhani
Nusantara Islamic University, Bandung, West Java, Indonesia

Halal Tourism: Mosque Tourism in Malaysia from Legal and Regulatory Aspect

Azwina Wati Abdull Manaf, Hafiza Abdul Razak, Jalilah Mohd Ali

and Maizatul Azila Chee Din

Multimedia University

Abstract

Islamic Tourism is basically not much different from other tourism conducted on this day. The difference that can be found is in term of the principle particularly in terms of adherence to the system and the value set by law. This is seen in contrast to the existing tourism is seen not focused on what can be termed as a tourist-friendly Islam. In addition the difference observed in terms of the tourism must be filled with activities to please God. Mosque Tourism is part of the main contributor of Islamic Tourism. Mosque Tourism should can be defined to include religious and non-religious visits to mosques in the context of Islamic Tourism, incorporating Muslims visiting mosques as tourist attractions while travelling, Muslims attending prayers while on journey while travelling and non-Muslims visiting mosques as tourists or knowledge seekers. Tourism industry is Malaysia is developing especially in term of Islamic Tourism and due to it, Malaysia government took a very serious efforts in enhancing mosque tourism, however there is still lacking in term of legal and regulatory framework of Mosque Tourism. This paper is going to analyze the existing law and regulation, or maybe guidelines that are available to govern the industry of Mosque Tourism in Malaysia.

Indonesia Islamic Tourism Guide (IITG): Web-Based Application for Developing the Potential of Islamic Tourism in Indonesia

Ziyan Muhammad Farhan, Muhammad Faza Imaduddin and Diah Wistanti Savitri
University of Indonesia

Abstract

As the largest muslim population country in the world, Indonesia has the big potential in developing Islamic-based tourism. According to Global Muslim Travel Index (GMTI) 2015 among the OIC destinations, Indonesia (index score of 67.5) is ranked sixth below Malaysia, Turkey, United Arab Emirates, Saudi Arabia, and Qatar. It was also revealed that there was 108 million muslim tourists with total expenditure amounted to US\$ 145 billion in 2014 and predicted to keep increasing. In addition, Indonesia has also been endowed with rich cultures and beautiful places. As such showed how great the window opportunity for Indonesia to make the best of its Islamic tourism. Therefore, this paper offers strategy in the shape of web-based application to integrates facilities, products, and tourist destinations which comply to sharia principles in Indonesia. The main goal of this application is to attract tourists, especially foreigners by providing useful information and make it easier for them to find Islamic tour packages and destinations, halal service and products, nearest mosque, travel guide, and forum discussion. It provides one-step solution for tourists to gather information about Islamic tourism through user-friendly platform. By having this application, hopefully Indonesia could develop its tourism industry and become the best and friendly Islamic tourism destination in the world.

Halal Tourism: Literature Synthesis and Direction for Future Research

*Nur Sa'adah Muhammad¹, Syahnaz Sulaiman², Khairul Akmaliah Adham³
and Mohd Fuaad Said⁴*

^{1, 2, 3}Universiti Sains Islam Malaysia (USIM)

⁴Universiti Putra Malaysia (UPM)

Abstract

Halal tourism is defined as the use or engagement of any object or action by Muslim travellers that conforms to the Islamic teachings or facilitates the practice of the religion. It is one of the latest trends that arises from the growth in the numbers of Muslim travellers world-wide and the rapid development of halal industry. The application of halal concept covers all aspects of tourism that cater to Muslim travellers needs, including its development and marketing, and this must be guided by the Islamic teachings and principles. Thus, this study's objective is to analyse the current state of knowledge and practice of halal tourism. To achieve this objective, we reviewed the extant literature on halal tourism that have been published in high-tier academic journals. Based on the review, emergent themes on halal concept and its relation to tourism are discussed and the knowledge gap for future research is identified. We find that the halal tourism industry is booming, with an increase of interest among non-Muslim majority countries in attracting Muslim tourists. However, there seems to be variations on the practice of halal tourism, perhaps due to the complexity in serving different markets. Based on our analysis, implementation of halal tourism by Muslim-minority countries, such as Japan and New Zealand poses as the most pressing issue because of the need to ensure that the process and product complies with the requirements of Islamic teachings; while at the same time, to fulfil the need in developing and marketing halal tourism in those countries. Understanding implementation in this context is an important agenda for future research because of the need to ensure that the halal tourism services satisfy the fundamental issue of Muslims obligations to adhere to the Islamic teachings in all aspects of their life including while travelling.

Shariah Compliant Medical Tourism; An Unexplored Market Niche for Malaysia

*Zainal Abidin Mohamed, Nurhidayah Kadir, Zurina Kefeli, Nursilah Ahmad
and Abdul Manan Ismail*

Universiti Sains Islam Malaysia (USIM)

Abstract

This is an exploratory study of a niche in the tourism industry specifically on the shariah compliant medical tourism. While studies in Health tourism has been reported, research on shariah compliant medical facilities available in Malaysia and probably sought by tourists has not. Actual probing of the potential market need to be done, so as to gauge the degree of demand as well as the expectations of the tourists. In addition the institutions that provide the facilities for these foreign tourists are few and not many knows the kinds of facilities needed, available nor the potential that it can create towards contributing to the country's foreign earnings. A case study research on four institutions were done on the kinds of facilities that are being offered and is supplemented by a questionnaire survey on foreign tourists who have had undergone medical treatments in Malaysia with responses specifically focussed on shariah compliant facilities expected, provided or otherwise. The quasi-analytic methodology will shed light on the possible market potential of this market niche and for others to ponder.

Discover of New Spot Nature Tourism Part of Self Awareness Citizen through Social Media Indonesia Perspective

Muhammad Fikri and Hani Hadiati Pujawardhani

Nusantara Islamic University, Bandung, West Java, Indonesia

Abstract

This research found Indonesia has much natural potential for tourism that is not being discovered yet and we found of interesting method to discover many local tourism and nature tourism in Indonesia. The method is uploaded picture of tourism spot to social media. Many people come to that spot to make sure the real beauty of that spot as empiric fact as their eyes can see, then the information about that spot spread to all citizen. For the first time they will discover of that tourism spot and people who come to the spot wont cost nothing. The village can cost it with price to enter the spot as a park visitor vehicle only. This research to find that self-awareness of citizen to discover the beauty of nature tourism spot can help government to reduce unemployment and also increase their income. We already knew that newly discovered places such as *karang para* and *ciletuh* geo park begin from self awareness of people and help by social media. Now the place is to be UNESCO heritage. The government is helping to reconstruct facilities of tourism. Coming from self-awareness the citizen already help it self to grow the society. Fully access distributing of good that means economy will be increased by circumstance. From the circumstance of economy, education also will be affected. Indeed halal food will be affected also because of the majority villagers are Muslims, so the control of halal comes from the environment.

DAY 1: 17 AUGUST 2017 (THURSDAY)

Concurrent Session 1B: 1.30 PM – 3.00 PM | Room: 614

Theme: Quality Assurance and Shariah Audit

Moderator: Dr. Umami Salwa Ahmad Bustamam

Strategy Construction Towards Certification of Islamic Quality Management Standard, MS1900:2014

Umami Salwa Ahmad Bustamam and Arbain Sarion

Universiti Sains Islam Malaysia (USIM)

Halal Food Certification in Turkey: A Study on Situation Determination

Abdurrahman Gumrah, Hasan Haksas and Fatih Ibrahim Kursunmaden

Selcuk University

Key Challenges and Opportunities for Development of Halal Medical Device Industry

Nur Farhani Zarmani, Mohd Anuar Ramli, Shaikh Mohd Saifuddeen Shaikh Mohd Salleh and Noorul Huda Sahari

Universiti Teknologi MARA (UiTM), Universiti Malaya (UM) & Institute of Islamic Understanding

The Influence of Implementation of MUI Halal Certificate in the Province of Bali, Indonesia

Bambang Sudaryana

Politeknik LP3I Bandung

The Role of Shariah Supervisory Boards of Islamic Hotels in Indonesia: The Call for General Accepted Standard

Ade Wirman Syafei

University of Al Azhar of Indonesia

Strategy Construction Towards Certification of Islamic Quality Management Standard, MS1900:2014

*Umami Salwa Ahmad Bustamam and Arbain Sarion
Universiti Sains Islam Malaysia (USIM)*

Abstract

The purpose of this study is to investigate on why and how organizations crafting strategy towards achieving certification of the shariah compliant quality standard, MS1900:2014. A case study method as a research strategy was utilised for the study. This particular paper will address experiences by Department of Development and Facilities Management (Jabatan Pembangunan dan Pengurusan Fasilitas) of Universiti Sains Islam Malaysia (USIM) and Malaysian Airlines Consultancy Services (MACS). Semi-structured interviews were carried out to answer the research question and the interviews were conducted with the person responsible for the certification process. Throughout the certification process, several problems have occurred and yet, it has been solve strategically. This study only confer about the certification process experienced by those both organizations in pursuing the MS1900:2014 which might be differ from other applicants.

Halal Food Certification in Turkey: A Study on Situation Determination

*Abdurrahman Gumrah, Hasan Hakses and Fatih Ibrahim Kursunmaden
Selcuk University*

Abstract

In Islam Halal means allowed by Allah, in other words not prohibited. Having been designed as a lifestyle for people, Islam covers the concepts of halal and haram (forbidden by religion) to all living quarters in appropriate and applicable manner. The most important one of these is a foodstuff necessary for sustaining life of a person meeting the daily needs. It is required that logistic etc. phases in preparation, packaging and reaching the final consumers of halal foodstuffs shall be conducted according to Islamic Rules. The number of the institutions auditing whether aforementioned procedures are conducted in compliance with Islamic Rules or not and issuing Halal Certificate in case of meeting necessary standards is gradually increasing in Turkey and throughout the world day by day. The products certificated by afore mentioned institutions are preferred by Muslims due to religious necessities throughout the world and also by the ones who are not Muslims as Halal products do not have negative effect on human health and are produced within the direction of certain standards. In this context, this study is of significant importance as it mentions about the notified bodies related to issuing halal foodstuff certificate and about the firms having received halal foodstuff certificate. Situation determination method was used in the study. There are 5 institutions in Turkey authorized to issue halal foodstuff certificate as of May 2017. These are Association for the Inspection and Certification of Food and Supplies (GMDES), Turkish Standards Institution (TSE), World Halal Union, Association of Health, Safety and Halal (HELALDER) and Center for Audit and Certification of Healthy Safe Halal Food Supplies (HEDEM). Foundation years, headquarters and branches of these 5 certification bodies, accreditation bodies, the number of firms that those issue certificates in home country

and abroad, distribution of the certificates issued by years, the number of domestic and foreign firms, the halal certificates of which are cancelled and the change of these numbers by years are tried to be determined by means of situation determination method. Determination of the current situation of halal food certification in Turkey was targeted with the study. The findings acquired as a result of the study were analysed and interpreted and solution offers were presented for elimination of the deficiencies detected.

Key Challenges and Opportunities for Development of Halal Medical Device Industry

*Nur Farhani Zarmani¹, Mohd Anuar Ramli², Shaikh Mohd Saifuddeen Shaikh Mohd Salleh³
and Noorul Huda Sahari⁴*

^{1, 4}Universiti Teknologi MARA (UiTM)

²Universiti Malaya (UM)

³Institute of Islamic Understanding

Abstract

Development of halal certification is gaining momentum. The halal industry is no longer confined to food industry, but also extended to cosmetics, consumables and pharmaceuticals industry. Medical device industry is also one of the important industry that seriously looking for halal certification. In 2013, there was a demand from the medical device industry for halal certification that covers a wide range of medical devices. Medical device covers all medical instrument accessible at the hospital from uncomplicated tool such as crutches until a complex tool such as vital sign monitors. Halal recognition on medical device products not only serves as an added value to the product, but also act as a marketing concern in Islamic countries such as Malaysia, Saudi Arabia, Indonesia and Turkey. In developing the halal medical devices, there are several challenges that need to be managed by the authorities, industry and medical practitioner. This paper aimed at examining the major challenges faced by the medical device stakeholders particularly on the aspect of the non-existent of halal standards relating to medical devices. Without halal standards and guidelines, it is difficult to implement halal certification for medical devices. The variety of medical device products has created confusion to the authorities and stakeholders, apart from their readiness and willingness to fully commit for the commencement of halal medical device industry. The reality on the potential of halal label on medicinal products is proven when Malaysia continues its strategy for targeting to export of medical products to the Organisation of Islamic

Cooperation (OIC) countries. With the development of halal medical device industry, it can be seen as an opportunity to support shariah compliant or halal medical tourism industry. With the effort of establishing halal standard and guideline for medical instruments, the medical device industry can be initiated in the next halal industry, so this industry able to grow with more dynamic. Engaging and overcoming these challenges will be vital to the ultimate success of the halal medical device sector. This study involved in-depth interview with medical device stakeholders and local halal certification bodies.

The Influence of Implementation of MUI Halal Certificate in the Province of Bali, Indonesia

Bambang Sudaryana
Politeknik LP3I Bandung

Abstract

Driven by the issue of halal certification in culinary business, it makes people are composed about procedure, ingredients, and process of the making of the food they eat. So, people would not hesitate to buy those foods. With halal label, buyers who need a guarantee for their belief would get the best level for what they consume according to their faith. Halal certification is needed to produce products for halal product consumers that cover Muslim and non-Muslim consumers who want to maintain their health by eating only good food. Nowadays, there are about 1.4 billion of Muslim and millions of non-Muslim people who choose to consume halal product. With the certification of halal product, those products have a chance to go into halal market that worth around USD 150 billion to USD 500 billion. The implementation of halal certificate in Bali Province Area that has non-Muslim majority of inhabitants can be used as a survey to apply MUI halal certificate in other places that also have non-Muslim majority of inhabitants. The aim of this study is the procurement of halal certificate, especially when someone opens restaurant business to assure halal status of product, so it can give a peaceful mind of Muslim consumers. Method used in this study is quantitative method by using statistical analysis. The conclusion, by the implementation of halal certificate in culinary business will make people relieve. They do not have to think about procedure, ingredients, and process of the product, so people would not hesitate and decided to buy those foods. With that label, buyers who need assurance will get the best level of product according to what they believe.

The Role of Shariah Supervisory Boards of Islamic Hotels in Indonesia: The Call for General Accepted Standard

Ade Wirman Syafei

University of Al Azhar of Indonesia

Abstract

As the largest Muslim Population Country in the world, the development of halal Business and Tourism industry in Indonesia has developed quite rapid. According to Hotel and Restaurant Association of Indonesia (HRAI), the Islamic hotel has growth for 10 per cent in 2016. HRAI believes that the Islamic hotel Industry will keep developing even faster as Indonesia has obtained at least 13 remarkable awards in 13 different category of The World Best Halal Tourism Award in 2016. One of them is The World Halal Beach Resort. According to Sofyan (2014), the Islamic hotel is basically a hotel that provides services of renting property and other related services such food and beverages to the customers based on Islamic principles. Indeed, the main difference between the conventional and Islamic hotels lies on Islamic values of services provided by the hotel. Thus Sofyan (2014) urges that every Islamic Hotel must have a Shariah Supervisory Board to ensure all of its activities comply with Shariah principles. This is supported by the Ministry of Tourism and Creative Economy of Indonesia as it has promulgated standard of Islamic hotel, whereby it mandates that every Islamic hotel with Hilal 2 Category must have a Shariah Supervisory Board. Based on that standard, the hotel can be considered as an Islamic hotel if it fulfils 3 aspects such as product, service and hotel management. Yet, the standard does not include the financial aspect of the hotel whereby the National of Shariah Board of Indonesia considers it to be applied based on Islamic principles by an Islamic hotel. Despite the fast development of Islamic Hotels in Indonesia, there is no a general accepted standard which covers the role of Shariah Supervisory Boards of Islamic Hotels in Indonesia. Thus, this paper is aimed to address the issue by referring to Accounting and Auditing Organization of Islamic Financial Institutions (AAOIFI) Shariah Standard and regulation provided by National Shariah Board (DSN) of Indonesia.

DAY 1: 17 AUGUST 2017 (THURSDAY)

Concurrent Session 1C: 1.30 PM – 3.00 PM | Room: 615

Theme: Halal Marketing (1)

Moderator: Assoc. Prof. Dr. Nor Asiah Omar

Self-image Congruence Theory: To What Extent Does It Hold in Islamic Banking?

Syadiyah Abdul Shukor

Universiti Sains Islam Malaysia (USIM)

Factors Affecting Consumers Decision in Purchasing MUI Halal-Certified Food Products

Qurroh Ayuniyyah, KH. Didin Hafidhuddin and Hambari

International Islamic University of Malaysia (IIUM) & Bogor Agricultural University, Indonesia

Enhancing Financial Education: Debt Taking and Charity-Giving Contexts

Laily Dwi Arsyianti, Salina Kassim and Adewale Abideen Adeyemi

IPB, Bogor Agricultural University & International Islamic University of Malaysia (IIUM)

How Does Severity of Violation Foster Negative Consumer Behaviors? The Mediating Role of Trust Recovery of Halal Certification Retracted Incidents

Nor Asiah Omar and Muhamad Azrin Nazri

Universiti Kebangsaan Malaysia (UKM) & Universiti Sains Islam Malaysia (USIM)

Journey to Shariah Hospital: An Indonesian Experience

Siti Aisyah Ismail, Masyhudi AM, Burhanuddin Hamid, Wahyu Sulistiadi and Sagiran

Islamic Health Institution Network of Indonesia, Sultan Agung Islamic Hospital & University of Indonesia

Self-image Congruence Theory: To What Extent Does It Hold in Islamic Banking?

Syadiyah Abdul Shukor
Universiti Sains Islam Malaysia (USIM)

Abstract

Self-image congruence helps explain and predict different facets of consumer behaviour. To date, application of self-image congruence theories to Islamic banks patronage behaviour is unknown or limited. This study investigates the role of self-image congruence on a number of Islamic banks patronage behaviour that includes pre-purchase and post-purchase behaviour. Using a sample of 257 Islamic banks patronage, results indicate that the self-image congruence affects pre-purchase and post-purchase of Islamic banks patronage behaviour. Overall, this research advances the understanding of Islamic banks patronage behaviour offering important managerial implications.

Factors Affecting Consumers Decision in Purchasing MUI Halal-Certified Food Products

Qurroh Ayuniyyah¹, KH. Didin Hafidhuddin² and Hambari³

^{1, 3}International Islamic University of Malaysia (IIUM)

²Bogor Agricultural University, Indonesia

Abstract

As the largest Muslim population in the world, Indonesia has a promising potential of halal food industry. This is indicated by the high level of food consumption in the country as well as the high market share of food industry at the national and regional levels. This research aims at analysing factors affecting consumers' decision in purchasing halal food products by employing survey method and descriptive analysis approach. Two hundred respondents are selected using purposive sampling technique and are analysed using multiple linear regressions. The criteria of the respondents are Muslim and have bought Indonesian halal food products in the last one-month. While the dependent variable in this study is purchasing decision (Y), the four independent variables are cultural and religious factors (X1), social factor (X2), personal factor (X3) and psychological factor (X4). This study is expected to deliver the information on the halal food purchasing decisions from the perspective of the customers in order to provide recommendations specifically for marketing to develop halal food industry in Indonesia.

Enhancing Financial Education: Debt Taking and Charity-Giving Contexts

Laily Dwi Arsyianti¹, Salina Kassim² and Adewale Abideen Adeyemi³

¹IPB, Bogor Agricultural University

^{2, 3}International Islamic University of Malaysia (IIUM)

Abstract

Islamic finance literacy is still low among Indonesian people, especially in accordance with financial inclusion. Financial inclusion, unofficially, has required the excluded society to have adequate knowledge of financial management, particularly among low-income households in Indonesia. The low-income households are perceived to have the right to take debt from excess-financed group or entitled for some charity amount given by that group of people. However, this perception has blurred the attitude towards giving or sharing behaviour. Charity-giving behaviour is not a privilege entitle for rich people only. Giving is needed to be introduced to low-income households as well, so they will not considered themselves as the taker' party in perpetual. They should free themselves from their current status and instil giving behaviour thus they would consider themselves as the giver', instead. Experts from financial education and Islamic finance areas are interviewed using questionnaires. Analytic Network Process is utilized to analyse the data. Results suggest that specific targeted behaviour is the first strategy that needs to be set, specifically on consecutive debt-taking behaviour. Women are the most urgent targeted audience of Islamic finance education. Formal education institution is the most preferable place to have the program, in collaboration with formal financial institutions to conduct the training and the support from government budget.

How Does Severity of Violation Foster Negative Consumer Behaviors? The Mediating Role of Trust Recovery of Halal Certification Retracted Incidents

Nor Asiah Omar¹ and Muhamad Azrin Nazri²

¹Universiti Kebangsaan Malaysia (UKM)

²Universiti Sains Islam Malaysia (USIM)

Abstract

There is a general recognition in the literature that violation negatively impacts human behavior. Following the breakout news of several cases in which halal certification has been revoked by the authorized institutions due to failure to follow the certify standards of halal products, this study aims to investigate the direct and the indirect impact of severity of halal violation on negative consumer behaviors, as well as the mediating role of trust recovery in the link between severity of halal violation and negative consumer behaviors. A total of 212 questionnaires were collected amongst customers that were aware and/or had experienced the violation of a halal product in Malaysia using convenience-sampling methods. Data were analyzed using descriptive statistics and Structural Equation Modeling techniques, where AMOS software was used to measure the direct and indirect relationships between the variables. The results of this investigation showed that trust recovery and negative consumer behaviors are negatively related; the severity of halal violation is positively related to negative consumer behaviors. Moreover, the finding suggests that trust recovery partially mediates the relationship between severity and negative consumer behaviors. The uniqueness of this study exists in the fact that it is the first known to concentrate on service recovery of halal violation and examine the moderating effect of trust recovery on the relationship between severity of the violation and negative consumer behaviors.

Journey to Shariah Hospital: An Indonesian Experience

Siti Aisyah Ismail¹, Masyhudi AM², Burhanuddin Hamid³, Wahyu Sulistiadi⁴ and Sagiran⁵

^{1, 3, 5}Islamic Health Institution Network of Indonesia

²Sultan Agung Islamic Hospital

⁴University of Indonesia

Abstract

As the world's most populous Muslim country, Indonesia carries the responsibility to establish an Islamic healthcare system that are of superior quality. Believing that Islamic Shariah is the best system for any activity, the need to translate the system into a measurable and objective healthcare quality tools are eminent. In 2015 the Standard of Sharia Hospital Certification were published and in 2016 the National Shariah Council produced a fatwa on the implementation of Shariah Hospital. In 2017, a second version of the Standard was published to be formalized by the National Shariah Council as the awarding body. The concept uses the maqasidic approach in its structure and refers to the National Hospital Accreditation Commision format. Normative standards are conserved and Shariah values are added in all critical points. Further technical details are produced to ensure proper implementation of the standards, which are divided into Shariah management and Shariah services. Two hospitals were appointed as the pilot project and many more are awaiting its implementation.

DAY 1: 17 AUGUST 2017 (THURSDAY)

Concurrent Session 2A: 3.30 PM – 5.00 PM | Room: 613

Theme: Halal Financing (1)

Moderator: Dr. Norhaziah Nawai

A Study of Governance Mechanisms on Sustainability and Outreach of Islamic Microfinance Institution (MFI) in Malaysia

Norhaziah Nawai, Norhazlina Ibrahim and Hamdino Hamdan

Universiti Sains Islam Malaysia (USIM) & International Islamic University of Malaysia (IIUM)

The Impact of Fiscal and Monetary Policies on the Growth of Islamic Banking in Indonesia and Malaysia

Indana Zulfa Sari, Dhia Fauziyah Salsabila, Noer Azam Achsani and Salsa Dilla

Bogor Agricultural University

Revised Malaysian Shariah Screening: Its Impact on Islamic Capital Market

Fauzias Mat Nor, Ainulashikin Marzuki, Nur Ainna Ramli and Amir Shaharuddin

Universiti Sains Islam Malaysia (USIM)

Efficiency Analysis of Conventional and Islamic Rural Bank in Indonesia: A Comparative Study

Bazari Azhar Azizi

Durham University

Shariah Issues in Preference Shares: An Analysis Based on Musharakah Contract

Shamsiah Mohamad, Mezbah Uddin Ahmed and Mohd Bahroddin Badri

International Shari'ah Research Academy for Islamic Finance (ISRA)

On the Significance of Islamic Finance in Securing 'Halal Tayyab'

Mughees Shaukat

College of Banking and Financial Studies, Oman

A Study of Governance Mechanisms on Sustainability and Outreach of Islamic Microfinance Institution (MFI) in Malaysia

Norhaziah Nawai¹, Norhazlina Ibrahim² and Hamdino Hamdan³

^{1, 2}Universiti Sains Islam Malaysia (USIM)

³International Islamic University of Malaysia (IIUM)

Abstract

Microfinance program has been accepted worldwide as a successful program that can help poor people increase their income through micro businesses and help them get out from the poverty trap. However, the microfinance program has its own weaknesses where sustainability of the program in the future has always been the question. This is because most of the microfinance program is highly dependent on donations from corporations and the government to allow the program to be implemented. This paper tries to explore the influence of governance mechanisms on sustainability and outreach of the Islamic microfinance institution (MFI) in Malaysia. Good governance is key for the MFIs and even more complicated than for regular companies that do not have a double bottom line (sustainability and outreach) to be successful in the future, and for clients to reach the best end result, it is essential that the governance mechanisms that influence the bottom line are determined. This study chooses Tekun Nasional as a case study. The study uses semi-structured interviews in data collection. The findings of the study show that type of ownership, a proportion of women board members, and the number of board members does not significantly influence either sustainability or outreach. However, the result shows that being regulated increase the sustainability of the MFIs.

The Impact of Fiscal and Monetary Policies on the Growth of Islamic Banking in Indonesia and Malaysia

*Indana Zulfa Sari, Dhia Fauziyah Salsabila, Noer Azam Achsani and Salsa Dilla
Bogor Agricultural University*

Abstract

Indonesia and Malaysia apply dual monetary system that makes them possible to run Islamic and conventional banking system at the same time. However, in both countries, the share of Islamic banking is still lower than the conventional one. Hence, these countries economic policy (fiscal and monetary policy) is still based on conventional system. This is the challenge for Islamic banking growth in both Indonesia and Malaysia. This study aims to analyze the response of Islamic banking in both countries to the shock of its fiscal and monetary policy, and examine the contribution of fiscal and monetary variables on the growth of Islamic banking in the countries. VECM estimation is used as the method of this study, with the analysis of Impulse Response Function (IRF) and Forecast Error Variance Decomposition (FEVD). Time series data used in this study begin at the first quarter of 2007 until the fourth quarter of 2015. The result of the study gives a proof that the response of Islamic banking in Indonesia and Malaysia are at the exact same direction for both the shocks of fiscal and monetary policy. The difference is just about the value of the responses, and the stability period. In general, Indonesian Islamic banking gives more response than Malaysian Islamic banking, but the time needed by Malaysia to reach stability stage is relatively longer than Indonesia. Based on the result, Indonesian Islamic banking practitioner especially the risk managers need to be aware of the shock of policy interest rate because it gives relatively high contribution on the growth of Islamic banking in Indonesia. On the other hand, Malaysia needs to formulate some strategic planning to shorten the lags between policy shocks and stability stage of its Islamic banking.

Revised Malaysian Shariah Screening: Its Impact on Islamic Capital Market

*Fauzias Mat Nor, Ainulashikin Marzuki, Nur Ainna Ramli and Amir Shaharuddin
Universiti Sains Islam Malaysia (USIM)*

Abstract

Shariah Advisory Council (SAC) of Securities Commission (SC) formulated a new revised Shariah screening methodology of two-tier quantitative assessment for activity-based screening benchmarks and the newly- formulated financial ratio benchmarks, while the qualitative assessment remains the same. The revised methodology is an effort to expand the Islamic capital markets (ICM) international reach, which is in line with the SC objectives. The objective of this paper is to examine the impact of the recent announcement of new changes in the Shariah screening methodology by the Malaysian Securities Commission on the share prices of the affected companies and Islamic capital market. We use an event study method to see if the changes have a significant reaction from the market, specifically, from investors and fund managers. On the announcement date, that is, on 29 November 2013, 158 non-Shariah compliant stocks were removed from the previous list of Shariah compliant stock that was issued in May 2013 and 16 stocks were added to the approved list. Out of 158 non-Shariah compliant stocks, only 137 stocks are available for the analysis. For the new Shariah compliant stocks, only 16 stocks are included in the sample. We find an immediate but short lived negative impact on the stock returns towards the deletion, but none towards the addition of new stocks to the Shariah index. However, the announcement has no significant impact on the overall return of the FBM Emas Shariah index.

Efficiency Analysis of Conventional and Islamic Rural Bank in Indonesia: A Comparative Study

Bazari Azhar Azizi

Durham University

Abstract

Efficiency in a bank is one of the essential aspects that need to be assessed for evaluating the performance of an intermediary financial institution. The effectiveness of providing funds from surplus to deficit unit in the economy could be appraised through efficiency level (Hassan, Mohamad, & Bader, 2009). Rural bank or known as Bank Perkreditan Rakyat in Indonesia is one form of the intermediary agent for financing small and micro sector of the economy (Ascarya & Yumanita, 2009). This bank plays a major role concerning microfinancing and intermediation in micro level. Therefore, the level of efficiency of this bank needs to be measured to investigate its competence in maintaining its intermediations function. This study aims to examine and compare the efficiency level of conventional and Islamic rural banks in Indonesia along with the influence of macroeconomics factor towards the score of the efficiency of those banks. Also, the source of inefficiency from internal and external variables of these banks will be analyzed further. The first step of analysis in this study by employing Data Envelopment Analysis (DEA) method to acquire the score of efficiency. Tobit regression model will be utilized as the second step of analysis by incorporating efficiency scores and macroeconomic factors. The data are collected from financial reports of banks of the Financial Service Authority of Indonesia. DEA Input variables that will be used in this study are fix assets, third party funds, and employee expenses. The amount of financing or loan and others income as output variables. The internal bank variables are a total asset of banks, their ROA, and ROE, whereas GDP per capita and inflation rate are external variables in Tobit regression models.

Shariah Issues in Preference Shares: An Analysis Based on Musharakah Contract

*Shamsiah Mohamad, Mezbah Uddin Ahmed and Mohd Bahroddin Badri
International Shari'ah Research Academy for Islamic Finance (ISRA)*

Abstract

Preference shares have their own characteristics that make it different from ordinary shares. Moreover, it can be divided into various types based on unique features for each type. This paper aims to scrutinise the different types of preference shares in order to identify related Shari'ah issues and subsequently propose solutions for the identified issues that would help in structuring Islamic preference shares. This paper employs a qualitative method by analysing relevant documents and literature to understand the subject matter and Shari'ah-related issues. This paper finds that several features of conventional preference shares make it a Shari'ah non-compliant instrument. These are; (i) capital guarantee; (ii) loss sharing disproportionate to capital contribution; (iii) fixed profit; (iv) profit guarantee; and (v) waiving of right prior to realisation of profit. It is noted that there are a few articles discussed on preference shares. But this paper is different from the others in term of in-depth analysis for each type of preference shares and proposed Shari'ah-compliant solutions.

On the Significance of Islamic Finance in Securing ‘Halal Tayyab’

Mughees Shaukat

College of Banking and Financial Studies, Oman

Abstract

The value of the halal industry is almost double the Islamic financial. Given the doctrinal, religious, genus operational and objectives similarities, surprisingly the two industries are operating independent of each other. This implies that ordinary Muslims are more concerned with what they eat or wear than the “halalness” of the financial products they use. Nevertheless, there is an increasing realization that both fall in the same Shariah ambit and be converged for what should be a unified growth and development. The paper refers to this purposed unified version as a move towards the promotion and realization of a ‘*New Age Halal Tayyab Islamic Economics system*’. While the distinction of Halal and Halal Tayyab is argued, it is propounded that for the convergence to take place, there is first a need to achieve consensus in recognition of a Halal Tayyab version of Islamic finance. This is important because the users of halal goods and services are not necessarily those who subscribe to Islamic financial services, primarily due to the dichotomy of “consumer Islam” and “financial Islam” and secondarily due to the current operational models in Islamic finance. The papers concurs that Al-bay (risk sharing) focused financing is a Halal Tayyab model of Islamic finance and argues that orientation towards the same is key to the desired convergence and for achievement of ‘Halal Tayyab Islamic Economic system. The paper further recommends policy prescriptions for the new age model.

DAY 1: 17 AUGUST 2017 (THURSDAY)

Concurrent Session 2B: 3.30 PM – 5.00 PM | Room: 614

Theme: Halal Marketing (2)

Moderator: Dr. Muhamad Azrin Nazri

The Role of Corporate Social Responsibility in Halal Violation: Evidence from Malaysia

Muhamad Azrin Nazri and Nor Asiah Omar

Universiti Sains Islam Malaysia (USIM) & Universiti Kebangsaan Malaysia (UKM)

The Effect of Halal Label, Halal Awareness, Product Price and Brand Image to the Purchasing Decision of Cosmetic Products (Case Study on Consumers of Sari Ayu Martha Tilaar in Binjai City)

Henry Aspan, Ade Putri Muharrami and Husni Muharram Ritonga

Universitas Pembangunan Panca Budi

Modeling the Predictor of Intention in Purchasing Halal Skin Care Products among User and Non-user

Azreen Jihan Che Mohd Hashim, Rosidah Musa and Wan Nadiah Mohd Nadzri

Universiti Sains Islam Malaysia (USIM), Universiti Teknologi MARA (UiTM) & Management and Science University (MSU)

Halal Purchase Intention on Processed Food

Saniatun Nurhasanah and Happy Febrina Hariyani

Bogor Agricultural University & STEI Tazkia Bogor

The Impact of Implementation of Shariah Hospital Certification on Hospital Performance in Sultan Agung Islamic Hospital

Siti Aisyah Ismail, Masyhudi AM, Adang Bachtiar and Ede Surya Darmawan

University of Indonesia & Sultan Agung Islamic Hospital

The Role of Corporate Social Responsibility in Halal Violation: Evidence from Malaysia

Muhamad Azrin Nazri¹ and Nor Asiah Omar²

¹Universiti Sains Islam Malaysia (USIM)

²Universiti Kebangsaan Malaysia (UKM)

Abstract

A business should adopt corporate social responsibility (CSR) as part of a company's strategic planning so that Halal business has social involvement with the society. The Halal rules and regulations are based on the Shariah law, and Halal standard of certification becomes the basis for the Halal businesses to meet the expected requirement of the CSR concept. Halal violation can possibly harm Halal products through boycott, switching to competitors and negative word of mouth. This research aims to investigate the effect of psychological contract violation, recovery satisfaction and severity of violation on boycott towards the Halal products. The role of CSR as moderating variable will be further investigated. Qualitative study (interview) will be conducted at the early stage of research followed by empirical study where a total of 1,000 questionnaires will be distributed to consumers who purchase Halal products in Malaysia. The proposed model will be tested on the actual case of Halal violation of JAKIM Halal certified products. PLS-SEM will be applied to examine both the measurement and structural model. The research limitations and implications will be discussed and reported. The contribution of this research can be capitalized as an integrated framework for academicians, government and practitioners (industries) in managing Halal violation and its recovery approach. The effect of Halal violation on consumer behavior is important yet there is still a grey area that needs to be investigated. The role of CSR as moderating variable will be the main contribution of the research.

The Effect of Halal Label, Halal Awareness, Product Price and Brand Image to the Purchasing Decision of Cosmetic Products (Case Study on Consumers of Sari Ayu Martha Tilaar in Binjai City)

Henry Aspan, Ade Putri Muharrami and Husni Muharram Ritonga

Universitas Pembangunan Panca Budi

Abstract

The purpose research to determine the effect of halal label, realization, product price and respect on the trademark with decision of purchase cosmetic product for consumer Sariayu Martha Tilaar in Binjai. The total of samples in this research are 100 respondents. This research uses a quantitative research. The method of data analysis was conducted using multiple linear regression analysis. The results showed that the variables simultaneously on the halal label, halal realization, product pricing, and respect for the trademark with the decision to purchase in Binjai get the effects to buy cosmetic Sariayu Martha Tilaar. The variable of effect of halal label, realization halal, product price and respect on the trademark with decision of purchase cosmetic product for consumer Sariayu Martha Tilaar in Binjai are individually not significant effect on purchasing decisions. While the price of individual products has positive influence on purchase decisions cosmetics Sariayu Martha Tilaar. The result of coefficient determination test indicates that the variable of halal label, realization, product price and respect on the trademark with decision of purchase cosmetic product by 15,8 % (low), while the balance of 84,2 % is influenced by other variables not examined in this research.

Modeling the Predictor of Intention in Purchasing Halal Skin Care Products among User and Non-user

Azreen Jihan Che Mohd Hashim¹, Rosidah Musa² and Wan Nadiah Mohd Nadzri³

¹Universiti Sains Islam Malaysia (USIM)

²Universiti Teknologi MARA (UiTM)

³Management and Science University (MSU)

Abstract

The significance of this study lies in the fact that, it attempts to identify and empirically examines the predictors of intention such as attitude, subjective norm, and perceived behaviour control in a halal skin care products (compliance with Muslim Shariah requirement) context among the users and non-users. In terms of the predictors of intention which are attitude, subjective norms and perceived behaviour control have positive significant effect in influencing user and non-users to continuous to purchase and intention to purchase halal skin care products, the results delineate several interesting findings. Structural Equation Modeling (SEM) was utilised to test the hypothesised relationships among the constructs, as postulated in the research model.

Halal Purchase Intention on Processed Food

Saniatun Nurhasanah¹ and Happy Febrina Hariyani²

¹Bogor Agricultural University

²STEI Tazkia Bogor

Abstract

Indonesia is one of the largest Moslem population countries in the world. It leads to the increasing of halal product demand in Indonesia. The awareness to consume halal product becomes a large market potential for producers to produce their halal products. Nowadays, halal is not only purely about religion matter, but also about business and trade. The objective of this study is to investigate the factors affecting customers on purchasing halal purchase intention on processed food. We use a purposive sampling method with 109 respondents who are customers of the supermarkets and minimarkets in Bogor City, Indonesia. While the data analysis is done by SEM-PLS method. This study uses brand image, perceived quality, perceived value, halal certification, health reason, halal awareness, and halal marketing as the factors that affect the halal purchase intention of the customers. The result showed that halal awareness, health reason, and perceived value have a significant and positive direct effect on purchasing intention. Halal marketing also shows a significant and positive effect on purchasing intention. While, halal marketing shows a negative and significant effect on purchasing intention. The food safety, halal certification, brand image, and perceived quality show the same effect that has no direct effect on purchasing intention. Furthermore, Food safety has an indirect effect on purchasing intention through health reason. Halal certification has an indirect effect on purchase intention through brand image variable. Meanwhile, brand image and perceived quality have an indirect effect through perceived value variable on purchasing intention.

The Impact of Implementation of Shariah Hospital Certification on Hospital Performance in Sultan Agung Islamic Hospital

Siti Aisyah Ismail¹, Masyhudi AM², Adang Bachtiar³ and Ede Surya Darmawan⁴

^{1, 3, 4}University of Indonesia

²Sultan Agung Islamic Hospital

Abstract

Hospital performance represents quality improvement efforts in service delivery. This paper studies the impact of Shariah Hospital Certification on hospital performance in Sultan Agung Islamic Hospital after one year of implementation. Mixed methods of quantitative and qualitative techniques are used, using indicators from Performance Assessment Tools for Quality Improvements in Hospitals (PATH). Data obtained after one year of implementation are compared to the data before the implementation. Findings from the research reveal significant improvements in 10 out of 14 indicators. Positive impacts are observed in indicators related to efficiency, employee focus and patient centeredness. Hospital performance is improved by means of establishing quality work culture among employees through implementation of shariah values.

DAY 1: 17 AUGUST 2017 (THURSDAY)

Concurrent Session 2C: 3.30 PM – 5.00 PM | Room: 615

Theme: Ethics on Halal

Moderator: Dr. Nathasa Mazna Ramli

An Analysis of Judicial Approaches on Division of Matrimonial Asset Division in Malaysian Syariah Courts

*Noorul Huda Sahari, Siti Khadijah Ab Rahman, Nur Farhani Zarmani and Amal Hayati Ishak
Universiti Teknologi MARA (UiTM)*

Halal Reporting: What Companies Communicate to Stakeholders?

*Nathasa Mazna Ramli, Sumaiyah Abd Aziz and Solehah Aqilah Md Ali
Universiti Sains Islam Malaysia (USIM)*

Integrating Halal in Developing a Business Model

*Sumaiyah Abd Aziz and Nathasa Mazna Ramli
Universiti Sains Islam Malaysia (USIM)*

Effect of Islamic Work Ethics, Professionalism and Commitment Internal Auditor Profession of Commitment to Organization Inspectorate Aceh Province

*Muammar Khaddafi, Mohd Heikal, Falahuddin, Wahyuddin, Henry Aspan and Asmaul Husna
Universitas Malikussaleh & Universitas Pembangunan Panca Budi Medan*

Cognitive Moral Development, Organizational Situation and Ethical Decision Making in Business and Accounting

*Abdul Hamid Habbe, Andi Kusumawati, Alimuddin and Yohanis Rura
Hasanuddin University*

An Analysis of Judicial Approaches on Division of Matrimonial Asset Division in Malaysian Syariah Courts

*Noorul Huda Sahari, Siti Khadijah Ab Rahman, Nur Farhani Zarmani and Amal Hayati Ishak
Universiti Teknologi MARA (UiTM)*

Abstract

Financial contribution for family expenditure is measured by the court as an indirect contribution which is significant when the court considers this contribution in assessing the proportion of sole effort assets. This contribution is assessed concurrently with other indirect contributions such as the homemaking contribution in taking care of the welfare or the need of the family. The law of division of matrimonial asset concentrated too much on the parties contribution that caused the parties taking a long time for settlement. Lack of evidence especially in proving the contribution of parties has caused difficulties for courts to reach a decision. This paper is aimed at examining the effectiveness of the law through examining the approach of the courts particularly in assessing indirect contribution of spouse to determine the spouses appropriate share of the assets. It uses qualitative method by collecting information from reported cases and unreported cases within the period of 2000-2012 from six zones representing Syariah Courts in Malaysia. Several variables such as types of matrimonial property, factors for consideration and proportion of distribution of assets are analysed. The findings show that the court expanded application of indirect contribution to financial contributions of a working wife who used her salary for family expenditure. The findings also revealed that actual contribution either in the form of direct or indirect efforts to the acquisition of assets is the eminent mechanism which the judge uses to in determining the appropriate share entitled to each party and a precise consideration to ensure the fair and just division. By doing so, it may prevent unjust division which is prohibited in Islamic law. Therefore, this study suggests that willingness to widen the scope of considerations to length of marriage is more practical in dividing the asset

Halal Reporting: What Companies Communicate to Stakeholders?

Nathasa Mazna Ramli, Sumaiyah Abd Aziz and Solehah Aqilah Md Ali

Universiti Sains Islam Malaysia (USIM)

Abstract

This study is a preliminary study which focuses on halal reporting in Malaysian companies. One of companies' responsibilities is to report adequate and complete information on the business activities and revenues to their stakeholders. Besides mandatory reporting, companies also may voluntarily report other information which could enhance the understanding of stakeholders on the companies. Halal reporting is one of voluntary report that may provides an avenue to stakeholders in obtaining halal information relating to companies products, services and halal initiatives. This study examines selected companies that are listed on Bursa Malaysia Berhad, which their products are certified halal. Each company's latest annual report and website had been analysed using content analysis and evaluation of the level of disclosure by using binomial logic. As a result, this study identifies the halal reporting and disclosure practices by the companies. Comparison between halal reporting in the annual report and website are also made for each of the company. The findings suggest that there is a need for halal certified companies in Malaysia to enhance its halal reporting especially in their annual report. This study provides evidence on the status of halal reporting and complement prior research that advocate halal reporting to stakeholders as basic rules to meets the demands of shariah.

Integrating Halal in Developing a Business Model

Sumaiyah Abd Aziz and Nathasa Mazna Ramli

Universiti Sains Islam Malaysia (USIM)

Abstract

Halal industry has grown greatly for the past years and is expecting to grow more in future. The industry also covers wider sectors such as food and beverages, pharmaceutical products, cosmetics, logistics, tourism, health and fashion. Looking at the potential of the halal industry to expand, the halal business players should take proactive role to strengthen their position in the halal industry. Halal business players need to shift their focus on business orientation that consider halal aspects and do not violate the shariah law. This paper looks on business model which may serve as a tool that could represent halal companies underlying core value and communicate strategic choices. This paper considers several halal business aspects that could continually strive the companies to be competitive. A business model that integrated with halal concept is being proposed, where the halal certified companies characteristics are being linked with specific elements of business, namely customer relationship, cost management and partnership. By proposing a business model that fit with the halal industry requirement, companies in this industry could check continuously whether and how their decision can impact on their business or corporate strategy.

**Effect of Islamic Work Ethics, Professionalism and Commitment
Internal Auditor Profession of Commitment to Organization
Inspectorate Aceh Province**

Muammar Khaddafi¹, Mohd Heikal², Falahuddin³, Wahyuddin⁴,

Henry Aspan⁵ and Asmaul Husna⁶

^{1, 2, 3, 4, 6}Universitas Malikussaleh

⁵Universitas Pembangunan Panca Budi Medan

Abstract

This study aims to look at the influence of Islamic work ethic, professionalism and commitment to the profession of internal auditor either simultaneously or partially to the organization's commitment to the Inspectorate of the province. The samples used in this study were 51 respondents. Samples were taken by purposive sampling with certain criteria. Testing methods used in this research is multiple linear regression method. The results of this study indicate that (1) The work ethic of Islam partially have a significant influence positively to organizational commitment, (2) professionalism has a significant influence positively to organizational commitment, (3) commitment to the profession partially have significant influence positively to organizational commitment, (4) Islamic work ethic, professionalism, and commitment to the profession simultaneous influence on organizational commitment.

Cognitive Moral Development, Organizational Situation and Ethical Decision Making in Business and Accounting

*Abdul Hamid Habbe, Andi Kusumawati, Alimuddin and Yohanis Rura
Hasanuddin University*

Abstract

This study examines the effect of the interaction between cognitive moral development (pragmatic, accommodating, and autonomous) and an organizational situation (agency and stewardship) in business ethical decision making (earnings management and expropriation). This research employed a laboratory experiment design of full factorial factor 3x2 between-within subjects. There were 97 postgraduate students of Hasanuddin University that acted as participants. The results showed that the level of cognitive moral development is positively related to the degree of ethical decisions in accounting and expropriation. The higher the level of cognitive moral development, the more managers act ethically in decisions relating to accounting and expropriation. Meanwhile, the agency and stewardship situation have no effect on the differences in ethical decision making both in accounting and expropriation. Similarly, the exposure to an organizational situation has no impact on the relationship between levels of cognitive moral development and ethical decision making. The assumption stating that cognitive moral development of each participant has been an anchor and not easily changed to the different or the opposite situations is empirically proven.

DAY 2: 18 AUGUST 2017 (FRIDAY)

Concurrent Session 3A: 9.00 PM – 10.30 AM | Room: 613

Theme: Halal Logistics

Moderator: Prof. Dr. Abdul Razak Ibrahim

Framework of Halal Logistic Management: An Empirical Study on the Malaysian Industry

Abdul Aziz Abdullah, Abdul Razak Ibrahim, Siti Syahirah Saffinee and Abdul Rahman Abu
Universiti Sultan Zainal Abidin (UNISZA), Kolej Universiti Poly-Tech MARA & International Institute
for Halal Research And Training (INHART), International Islamic University Malaysia (IIUM)

Institutionalization of Halal Industry in Malaysia and Thailand: A Preliminary Study

Mohd Zufri Mamat, Noor Zulaika Musa and Maisarah Hasbullah
Universiti Malaya (UM)

Halal Integrated Logistics Management System: Lesson Learnt from Malaysian Industries

Yusoff Taib, Abdul Razak Ibrahim and Abdul Aziz Abdullah
Kolej University Poly-Tech MARA & Universiti Sultan Zainal Abidin (UNISZA)

Halal Logistic Management: An Exploratory Approach

Abdul Razak Ibrahim, Abdul Aziz Abdullah and Siti Syahirah Saffinee
Kolej University Poly-Tech MARA, Universiti Sultan Zainal Abidin (UNISZA) & International Institute
for Halal Research And Training (INHART), International Islamic University Malaysia (IIUM)

Leadership Style Index in Malaysia Halal Small and Medium Enterprises

Suzana Ariff Azizan, Che Wan Jasimah Wan Mohamed Radzi, Nursyakirah Abd Manap and Hashem
Salarzadeh Jenatabadi
Universiti Malaya (UM)

Framework of Halal Logistic Management: An Empirical Study on the Malaysian Industry

Abdul Aziz Abdullah¹, Abdul Razak Ibrahim², Siti Syahirah Saffinee³ and Abdul Rahman Abu⁴

^{1, 4}Universiti Sultan Zainal Abidin (UNISZA)

²Kolej Universiti Poly-Tech MARA

³International Institute for Halal Research And Training (INHART), International Islamic University Malaysia (IIUM)

Abstract

Halal Logistics Management (HLM) is a system where it captures the entire process of handling goods between the providers and the buyer according to Shariah. This paper aims to establish the framework for HLM to be adopted by the logistic companies in Malaysia. This framework is going to be developed in three phases: Phase 1, the conceptual framework of HLM was researched through documentations and rigorous literature reviews. Phase 2 was the interviews of five experts from five established logistic companies implementing HLM. The transcriptions from the interviews were later analyzed using Atlas.ti. Phase 3, the framework was validated by Focus Group Discussion (FGD) which consists of questions derived from Phase 1 and 2 findings. Aside from validation in Phase 3, FGD analysis was expected to give new items in the elements of the framework. HLM system is a part of Halal Supply Chain (HSC) where it upholds the Shariah rules and regulations. For instance, the transportation of Halal claimed goods or cargos should be organized in a way to avoid contamination in the HSC. This means that, from the input of logistics to the output, all of the processes involved must be Shariah compliance. This paper would provide the insights to logistic companies as a way to implement HLM in their existing supply chain. It would be inspiring to look at the risk management aspect of HLM for the Halal Industry. As such, taking up risk issues in the HSC is deemed to be a challenging future research.

Institutionalization of Halal Industry in Malaysia and Thailand: A Preliminary Study

*Mohd Zufri Mamat, Noor Zulaika Musa and Maisarah Hasbullah
Universiti Malaya (UM)*

Abstract

Institutionalization process gives us an overview about how an organization in a society can develop and improved from time to time. The level of institutionalization that were exposed to the society can be measured by some characteristic like standard of living, behavior, moral value, ideology that will created evolution, homogenization and reformation. What if these applied to institutionalization process in Halal industry? Are they exhibiting a same process like a society does? This paper will discuss about the evolution and progress of halal institutions in Malaysia and Thailand. A comparative study approach has been used and the data were collected through library research and interview from selected experts. The main findings indicate that institutionalization of halal industry shows improvement in term of organization, functions, halal standard, law and regulation, laboratory and research centre and community acceptance. Furthermore it also affected the evolution and transformation in halal industry.

Halal Integrated Logistics Management System: Lesson Learnt from Malaysian Industries

Yusoff Taib¹, Abdul Razak Ibrahim² and Abdul Aziz Abdullah³

^{1, 2}Kolej University Poly-Tech MARA

³Universiti Sultan Zainal Abidin (UNISZA)

Abstract

This paper is to unveil lesson learned from Malaysian Industries issues and challenges for development of a Halal Integrated Logistics Management System (HILMS). Halal Supply Chain Management is the practical shape by delivering value and societal value chain in complete supply chain, in meeting consumer expectation and simultaneously the interest of the industries at large. Total 180 questionnaires were sent to different Small Medium Enterprises (SMEs) respondents out of which 141 questionnaires are received. Questionnaires were sent to SMEs Halal Food Industries operating in Malaysia. Those SMEs were involved in whole supply chain of Halal Food Industry. Study data were gathered and analysed which represented, Halal Suppliers, Halal Manufacturers, Halal Trades and Consumers, and Halal Distribution and Sales that have positive effect and impact on Halal Integrated Logistics Management System (HILMS). This study has the implication of developing effective Integrated Logistics Management System that enhanced value chain at the same time reaping economic benefits for Malaysian Halal industry manufacturers by making all the value chain according to Syariah compliance having better quality food and hygiene for all humanity. Outcome of represented results shows a significant role for Halal Integrated Logistics Management system. Currently, the study on integrated logistics management is rather less empirically addressed, perhaps the outcome of the study enable to contribute for better understanding on related and significant issues.

Halal Logistic Management: An Exploratory Approach

Abdul Razak Ibrahim¹, Abdul Aziz Abdullah² and Siti Syahirah Saffinee³

¹Kolej University Poly-Tech MARA

²Universiti Sultan Zainal Abidin (UNISZA)

³International Institute for Halal Research And Training (INHART), International Islamic University Malaysia (IIUM)

Abstract

Halal Logistics Management (HLM) is a system where it captures the entire process of handling goods between the providers and the buyer according to Shariah principles. This paper aims to establish the framework for HLM to be adopted by the logistic companies in Malaysia. This framework is going to be developed in two (2) phases: Phase 1, the conceptual framework of HLM was researched through documentations and rigorous literature reviews. Phase 2, the interviews of five experts from five established logistic companies implementing HLM.. HLM system is a part of Halal Supply Chain (HSC) where it upholds the Shariah rules and regulations. For instance, the transportation of Halal claimed goods or cargos should be organized in a way to avoid contamination in the HSC. In other words, from the input of logistics to the output, all of the processes involved must be within Shariah compliance. This paper provide the insights to logistic companies as a way to implement HLM in their existing supply chain

Leadership Style Index in Malaysia Halal Small and Medium Enterprises

Suzana Ariff Azizan, Che Wan Jasimah Wan Mohamed Radzi, Nursyakirah Abd Manap and Hashem Salarzadeh Jenatabadi
Universiti Malaya (UM)

Abstract

Manufacturing in halal food industry world is today extremely competitive. The only attempt to continue is to adjust the needs to find the good leading ways of changing. Leaders in halal food companies must highlight actions to make changes as rapidly and easily as possible. Halal food has its own perception of food processes which have been seriously considerable for Muslim people. Therefore, in halal business and manufacturing we should have extremely committed and flexible leaders and workers. Of course, principals leadership methods and decision making can effect on company development. However, in halal food would be different story for food producing. In the halal food system of manufacturing, leaders must be approach and successful decision making appear to be in an up-warding stage; consequently, it is essential to spell out the question of leadership approach in decision making in actual operation. This paper investigated to find the most important factors of leadership style and decision making in small and medium enterprises in halal food industry, Malaysia. The data has been analyzed based on descriptive statistic (frequency table, mean, standard deviation, and etc) and inferential statistics (includes Cronbach Alpha Coefficient and independent two sample t-test).

DAY 2: 18 AUGUST 2017 (FRIDAY)

Concurrent Session 3B: 9.00 AM – 10.30 AM | Room: 614

Theme: Halal Financing (2)

Moderator: Dr. Andri Soemitra

The Effectiveness of Triple Cooperation among Government, Industry and University in Developing Student's Halal Investment Literacy: Case Study UIN Sumatera Utara Medan Indonesia

Andri Soemitra and Saidurrahman

UIN Sumatera Utara Medan Indonesia

Credit Risk Analysis on Islamic Banking in the World

Kharisya Ayu Effendi and Nugraha Mohamad Wiganda

Widyatama University, Indonesia

The Influence of Islamicity Performance Index on Financial Health of Sharia Commercial Banks in Indonesia

Sabirin Idris, Tettet Fitrijanti and Edi Jaenudin

Universitas Padjadjaran

Threat to and Potential of Contemporary Islamic Finance Industry: New Institutional Economics and Islamic Moral Economy Perspective

Eun Kyoung Lee

Durham University

Tax and Zakat Research: A Meta-Analysis

Nur Shahira Mohamad Nor & Izlawanie Muhamad

Universiti Sains Islam Malaysia (USIM)

The Effectiveness of Triple Cooperation among Government, Industry and University in Developing Student's Halal Investment Literacy: Case Study UIN Sumatera Utara Medan Indonesia

Andri Soemitra and Saidurrahman

UIN Sumatera Utara Medan Indonesia

Abstract

Indonesian government has set 6 pillars national strategy for inclusive finance. The first pillar in the strategy is financial education. At this strategy there is triple cooperation among government, industry, and university. This paper will explore the strategy of triple cooperation among Indonesian government, industry, and university in developing student's awareness in Halal investment especially in Islamic capital market products and services. UIN Sumatera Utara Medan is one of Indonesian Islamic University that has been involved in the triple cooperation program. UIN Sumatera Utara has operated Sharia Investment Galery and has integrated halal investment products and services in the subject that must be taken by students in the Faculty Curriculum. Based on survey, this paper has proved that the level of student's halal investment literacy in general capital market products as well as halal capital market products are getting better after being exposed by the triple cooperation strategy.

Credit Risk Analysis on Islamic Banking in the World

Kharisya Ayu Effendi and Nugraha Mohamad Wiganda

Widyatama University, Indonesia

Abstract

The purpose of this research is to examine what are BSV factors affect credit risks in Islamic banking. This research method is hypothesis testing method or explanatory research. This research uses secondary data derived from Islamic bank financial statements from 2009 to 2016 which comes from 5 countries and 28 Islamic banks consist of Islamic countries and non-Islamic countries namely Saudi Arabia, United Arab Emirates, Malaysia, United Kingdom, and Indonesia. The results in this research are the existence of significant negative influence on the ratio of capital adequacy and financing quality to credit risk in Islamic banking in the world. And there is a significant positive influence on financing expansion to credit risk and no significant influence on ROA on credit risk in Islamic banking in the world. Originality in this research is to examine the 5 countries that exist in Islamic and non-Islamic countries.

The Influence of Islamicity Performance Index on Financial Health of Sharia Commercial Banks in Indonesia

*Sabirin Idris, Tettet Fitrijanti and Edi Jaenudin
Universitas Padjadjaran*

Abstract

The purpose of this research is to explain the effect of Islamicity Performance Index on financial health of Sharia Banks in Indonesia or known as Bank Umum Syariah (BUS). The population in this research is all Islamic Banks that exist on Indonesia over period 2011 to 2015. The sampling technique was conducted using purposive random sampling method. Samples that meet criteria are 10 from 12 existed Sharia Banks (BUS) in Indonesia. Unit analysis of this research is amounted to 50 that come from 10 banks that meet the criteria multiplied with the observation period that is 5 year. This research uses multiple regression analysis to examine the developed hypothesis. The results of this study indicate that Islamicity performance index each for zakat performance, welfare-employee directors, and Islamic investment positive and significant impact on the financial health of BUS in Indonesia. While Islamicity performance index each for profit sharing, equitable distribution, Islamic income no significant effect on the financial health of sharia banks in Indonesia.

Threat to and Potential of Contemporary Islamic Finance Industry: New Institutional Economics and Islamic Moral Economy Perspective

Eun Kyoung Lee

Durham University

Abstract

The global financial crisis in 2008 triggered a search for more sustainable alternatives than conventional finance. Islamic banking and finance (IBF) as a form of halal financing, therefore, has received attention not only from academia but also from practitioners. In fact, since its first appearance in 1970s, the IBF industry holds gradual annual growth with \$ 2 trillion financial assets in 2015. However, despite this gradual development the industry has been criticized due to its resemblance to conventional counterparties in terms of its financial practices and products. This critical problem threatens the identity of IBF, potentially its very existence if there is no difference between IBF and conventional finance. This paper examines and analyzes the current critical problems through the lens of New Institutional Economics (NIE) and discusses the implications of further growth of the IBF sector. This institutional analysis provides the opportunity to identify and analyze the structural and institutional problems of the current practice of IBF. In addition, this analysis suggests the resolution to the current problems of IBF in an institutional perspective. By analyzing the issues, this paper argues that Islamic moral economy based Islamic banks under the concept of NIE, called Islamic social and ethical banks, can address the current issues of the IBF industry. Moreover, this form of bank can provide the future and prospects of IBF.

Tax and Zakat Research: A Meta-Analysis

Nur Shahira Mohamad Nor & Izlawanie Muhamad

Universiti Sains Islam Malaysia (USIM)

Abstract

Zakat and tax are important sources of income in the Islamic economic system. Taxation in Islam began during the reign of our prophet Muhammad S.A.W. after the battle of Badr, which occurred in the second year after Hijrah. Zakat, on the other hand, is an obligatory payment by a Muslim in performing his duty for Allah s.w.t. Allah mentioned zakah 30 times in the Al-Quran in which 27 times were mentioned with the order of performing prayers. The purpose of this paper is to aggregate previous research that adopts the contextual issues that always been discussed among the researchers about zakat and tax. A research framework includes three different context issues that always been investigated by the researchers. The researchers divided the issues based on the context of fiqh, administration and the behavior of people towards zakat and tax. A meta-analysis was conducted on 15 published studies of zakat and tax to identify which of the context is always being reported and discussed by the previous researchers. The findings indicate that there are only two papers have discussed the issue fiqh on zakat and tax. For the context of administration, there are nine papers discussed the issue of administration on zakat and tax while there are three papers discussed the context of behavioural of the people towards zakat and tax. There are also a paper that has discussed the two contexts, which are fiqh and administration. The limitation of this meta-analysis research is the findings are based on prior research conducted on different sources at different times. This observation that has been made may be biased and will have quite similarity of discussion and recommendation.

DAY 2: 18 AUGUST 2017 (FRIDAY)

Concurrent Session 3C: 9.00 AM – 10.30 AM | Room: 615

Theme: Halal Governance

Moderator: Assoc. Prof. Dr. Yasmin Hanani Mohd Safian

The Conceptual Model of Triangle Halal Ecosystem and Its Benefit in Korean Halal Industry

Mingyu Park and Mohammad Aizat Jamaludin

International Institute for Halal Research And Training (INHART), International Islamic University Malaysia (IIUM)

Revisiting the Fiqh of Halal-Haram Animals: An Analysis of Malaysian Fatwa Relating to Animal Care and Use

Mohd Istajib Mokhtar and Syafiq Munir Ismail Munir

Universiti Malaya (UM)

Halal Governance in Malaysian Companies

Yasmin Hanani Mohd Safian, Ahmad Zaki Salleh, Muhammad Hafizuddin Jamil and Mohammad Aizat Jamaludin

Universiti Sains Islam Malaysia (USIM) & International Institute for Halal Research And Training (INHART), International Islamic University Malaysia (IIUM)

The Implication of Differences in Halal Standard of Malaysia, Indonesia, Brunei and Singapore

Saadon Man and Norhidayah Pauzi

Universiti Malaya (UM)

The Impact of Organizational Socialization on Organizational Commitment and Job Satisfaction: Islamic Banking

Fatih Ibrahim Kursunmaden

Selcuk University

The Conceptual Model of Triangle Halal Ecosystem and Its Benefit in Korean Halal Industry

Mingyu Park and Mohammad Aizat Jamaludin

*International Institute for Halal Research And Training (INHART), International Islamic
University Malaysia (IIUM)*

Abstract

Halal Market is rapidly growing, and the Korean industry is focusing on its market capacity. However, due to cultural and value system differences between Korean society and Islamic society, there are inevitable obstacles that exist. Nevertheless, compare to growth of halal industry in Korea, studies on foundation or structural system of Korean halal industry which is the most fundamental approach to fostering industrial environment has not been mentioned actively. To accelerate qualitative growth and development for strengthening competitiveness of Korean halal Industry, a research on fostering sustainable industrial environment and supportive foundation of halal industry are required. Thus, majorly this paper aims to discuss about concept of halal ecosystem which was promoted by HDC and its application in Korean industrial environment. To discuss about these issues, majorly library study is applied to show dual perspectives, Korean authentic view and Islamic perspective at the same time. Consequently, in this paper, conceptual model of triangle halal ecosystem will be proposed broadly as a solution through its components and factors description. Additionally, at the last part of this paper, its application in Korean industry and expected benefits will be highlighted.

Revisiting the Fiqh of Halal-Haram Animals: An Analysis of Malaysian Fatwa Relating to Animal Care and Use

Mohd Istajib Mokhtar and Syafiq Munir Ismail Munir
Universiti Malaya (UM)

Abstract

The recent trends in the field of scientific research welcomes the interpolation of alternative research ideologies and methodologies in ensuring that issues advocating the Animal Care and Use (ACU) be handled in an ethical and holistic manner. This research tends to provide a connection between conventional animal ethics and Islamic ethics as a complementary framework via the application of Fiqh halal-haram animals. The gist of discussion in this paper is based on the Malaysia context. This exploratory research invokes an exhaustive referencing of voluminous Islamic literature primary resources and in-depth interviews with four renowned Muftis. The number of Fatwas related to the ACU according to the States in Malaysia so far is Kelantan 33, Federal Territory 25, Selangor 17, Terengganu 12, Negeri Sembilan 8, Pahang 8, Perlis 3, Penang 3 and Sarawak 3. It can be concluded that the care and use of animals essentially in the keeping of goodness (Jalb ul-masalih) and avoidance of destruction (Dar ul- mafasid) towards religion, life, intellect, lineage and property are permissible. In considering the ethical inquiries in animal care and use, this study found that it needs to be integrated with scientific information as well as religious teachings.

Halal Governance in Malaysian Companies

*Yasmin Hanani Mohd Safian¹, Ahmad ZakiS alleh², Muhammad Hafizuddin Jamil³ and
Mohammad AizatJ amaludin⁴*

^{1, 2, 3}Universiti Sains Islam Malaysia (USIM)

*⁴International Institute for Halal Research And Training (INHART), International Islamic
University Malaysia (IIUM)*

Abstract

Governance is an important component in Halal industry. Appropriate mechanism should be created to ensure the Halal certified company complies with the Shariah principles. Unlike Islamic finance, Halal industry is less regulated. Halal certification is not compulsory and even Halal certificate holding company do not have clear Shariah governance within the administration to ensure the company fulfil its duty and promise to the stakeholder and the customer. The establishment of proper Shariah governance framework for Halal industry will boosts confidence of the shareholders and the publics that all the practices and activities are in compliance with Shariah all the times. Thus, this study investigates current practice of Halal governance in several Malaysian companies. The internal mechanism in Halal monitoring, controlling, improving and preventing any non compliance will be assessed. The study will helps to figure the best practice of Halal governance hence become a proper model to be followed.

The Implication of Differences in Halal Standard of Malaysia, Indonesia, Brunei and Singapore

*Saadan Man and Norhidayah Pauzi
Universiti Malaya (UM)*

Abstract

The differences in halal standard is a major challenge to the development of the global halal industry. This article predominantly discusses the different factors of halal standards implemented in Malaysia, Indonesia, Brunei and Singapore and their implications respectively. The study is based on reliable primary sources including in-depth interviews with respondents from halal institutions in each country. Based on the research, it is shown that government's policy, 'urf and maslahah are the main factors of the differences a halal standards. The implications as such have affected the annual revenue of related players, plus they need to bear the double cost of certification fee for additional halal audit. Apart from that, it led to confusion within Muslim consumers themselves as there are various halal logos from different countries.

The Impact of Organizational Socialization on Organizational Commitment and Job Satisfaction: Islamic Banking

Fatih Ibrahim Kursunmaden
Selcuk University

Abstract

Organizational socialization is an important subject matter because of the consequences occurring in terms both the organization and the employee. This study handles this importance of organizational socialization with regards to its anticipates results; organizational commitment and job satisfaction. To that end; this study examines the concept of organizational socialization in detail. The study tries to put forward a theoretic framework concerning the concepts in question and involves a field research in islamic banking sector which aims at revealing the anticipated relation between these concepts. The data collected from the field study confirms that there is a positive correlation between organizational socialization, organizational commitment and job satisfaction. Considering the data collected from the institution, that the increase in the organizational socialization level increases the commitment level to the organization and job satisfaction is deduced.

DAY 2: 18 AUGUST 2017 (FRIDAY)

Concurrent Session 4A: 11.00 AM – 12.30 AM | Room: 613

Theme: Halal Financing (3)

Moderator: Dr. Junaidah Abu Seman

Does Islamic Microfinance Promote Economic Development and Social Well-being?: Evidence from Somalia's Small and Medium Enterprises (SMEs)

Ahmed Abdirahman Herzi, Muhamad Rahimi Osman, Amir Shaharuddin and Husniyati Ali

Universiti Sains Islam Malaysia (USIM) & Universiti Teknologi MARA (UiTM)

Attractive Factors for Individual Inventors in Malaysia to Invest in Unit Trust

Siti Khadijah Ab. Manan, Nur Farahin Abdul Rahim and Norul Huda Sahari

Universiti Teknologi MARA (UiTM)

Financial Inclusion through Islamic Finance: Measurement Framework

Junaidah Abu Seman and Avlyn Roziana Mohd Ariffin

Universiti Sains Islam Malaysia (USIM)

Spending Patterns of UiTM's Zakat Recipients

Rafeah Saidon, Siti Khadijah Ab Manan, Noorul Huda Sahari and Fadilah Adibah Ismail

Universiti Teknologi MARA (UiTM)

Reviving Islamic Values Policy in Halal Food Industry for Islamic Economic Development in Indonesian Perspective

Muhammad Yusuf and Asri Noer Rahmi

STIE Indonesia Banking School

Does Islamic Microfinance Promote Economic Development and Social Well-being?: Evidence from Somalia's Small and Medium Enterprises (SMEs)

Ahmed Abdirahman Herzi¹, Muhamad Rahimi Osman², Amir Shaharuddin³ and Husniyati Ali⁴

^{1, 3}Universiti Sains Islam Malaysia (USIM)

^{2, 4}Universiti Teknologi MARA (UiTM)

Abstract

The objective of this study is to examine the impact of Islamic microfinance to economic development and Social well-being. Microfinance provides a wide range of financial services to low-income clients, including self-employed and low earning individuals who are working in informal sectors. To this effect, Islamic microfinance employs the Islamic financial principles in providing financial services to the lower income groups. It has been developed as a result of the apprehension of some Muslims in different countries and communities due to the belief that conventional microfinance violates the Islamic principles of finance. Moreover, Islamic microfinance is developed just like the way Islamic banking has developed to overcome the obstacles inherent in the conventional microfinance. However, the global recognition and sufficient history of microfinance there is mixed evidence of its net benefits and very limited empirical work on its contribution to economic and social development and economic growth. Identifying this gap this paper aims to investigate how far Islamic microfinance contribute to the economic and social wellbeing in Somalia? To this effect our results tend to indicate that Islamic microfinance promote economic development and Social well-being.

Attractive Factors for Individual Inventors in Malaysia to Invest in Unit Trust

*Siti Khadijah Ab. Manan, Nur Farahin Abdul Rahim and Norul Huda Sahari
Universiti Teknologi MARA (UiTM)*

Abstract

Investing in unit trust is one of the less risky tools to increase ones equity for investment purpose and thereby assisting in the countrys economic growth. Since the introduction of New Economic Policy (or Dasar Ekonomi Baru popularly known as DEB) until its dissolution, the main objective of its implementation to increase Bumiputeras equity holding to thirty percent in the country seemed to disappear in the thin air as the targeted percentage is far below twenty percent. While there could be many factors that led to the non-achievement of the target, which is beyond the scope of this study, there are also factors that may prompt the Malay Muslims to invest. This study aimed at examining the influencing factors for investing in Unit Trust. The study employed a survey method to the population consisting of Unit Trust account holders. Of the 150 distributed questionnaires, 147 were usable for the study. The collected data were analyzed using Relative Importance Index (RII) to rank the importance of the factors. Findings of this study indicate that firm image is the most protruding factor that prompted them to invest. The study concludes that well established fund manager with good reputation is significant in attracting more investors to have more unit trust secured in their hands.

Financial Inclusion through Islamic Finance: Measurement Framework

*Junaidah Abu Seman and Avlyn Roziana Mohd Ariffin
Universiti Sains Islam Malaysia (USIM)*

Abstract

The promotion of achieving financial inclusion through Islamic finance is considered an agenda priority in many countries especially where Muslims population is dominant. While the importance of financial inclusion index is widely recognized, the literature lacks a constructive discussion on its measurement in the light of Islamic finance. Building on the recent papers on financial inclusion index (i.e. Sarma, 2008; Kumar & Mishra, 2009; Arora, 2010; Gupte, Venkataramani, & Gupta, 2012), this paper addresses the dimensions and indicators related to the computation of financial inclusion index based on Islamic finance. Some evidences suggest that the measurement of index need to take into consideration as many dimensions as possible that impact the factor studied. Hence, incorporating as many dimensions as possible will result in a more holistic of financial inclusion index in the light of Islamic finance's core objectives. This paper attempts to fill this gap by proposing the founding principles in financial inclusion index based on Islamic finance. The principles incorporate the two-pillar approach (i.e., risk-sharing and wealth distribution) in determining the basic dimensions and indicators within the ambit of Islamic finance. By doing so, we hope to shed light on the parameters that crucial in the index computation. As far as financial inclusion index is concerned, the issue of data limitation is expected in building this Islamic finance based index. With regard to the computation of financial inclusion index, while numerous amounts of data are available on many aspects of the financial sector, systematic indicators of inclusiveness of the financial sector are not. As a consequence, the second purpose of the paper is to examine the data available for the computation of financial inclusion index based on Islamic finance as well as issues pertaining to it.

Spending Patterns of UiTM's Zakat Recipients

Rafeah Saidon, Siti Khadijah Ab Manan, Noorul Huda Sahari and Fadilah Adibah Ismail

Universiti Teknologi MARA (UiTM)

Abstract

The disbursement of zakat to the recipients must be efficient and is meant for the intended purpose. This is to ensure that the objectives of shariah in safeguarding the welfare of the ummah could be achieved. As financial assistance by way of zakat would add more cash to the recipients (asnaf), there is a need to study the effectiveness of the cash received by them as the absence of such information may contribute to the lack of evidence on the effectiveness of zakat in reducing financial burden of the recipients. Therefore, this study is carried out to examine the spending patterns of zakat recipients among UiTMs students. This quantitative research used primary data which were gathered through a self-administered questionnaire distribution. The population of this study are zakat recipients among students of UiTM Selangor. Questionnaires were distributed to a total of 376 samples and the collected data were analysed descriptively. Findings of this study showed that the sizable portion of the students spending were on necessities such as food, transport, shelter, clothing and learning materials. Quite a considerable number of them spent on mobile phone and very few saved the money they received.

Reviving Islamic Values Policy in Halal Food Industry for Islamic Economic Development in Indonesian Perspective

Muhammad Yusuf and Asri Noer Rahmi
STIE Indonesia Banking School

Abstract

The main purpose of this paper is to provide proper understanding the concept and application of Islamic value policy in halal food industry and how they occur, may occur in food industries products and services. The paper presents general basic principles in Islamic product from classical fiqh point including process, product, packaging and distribution. Prohibited non halal product that are contain the element of battery, negative effect for healthy and immunity the body that are prohibited in shariah point of view and their product and services which is appropriate to shariah halal compliance products by Indonesians Ulama Council. This might be happened due to the lack of knowledge of the Islamic points of view and over the proper understanding of the concepts Islamic values and economic values. When they applied Islamic values policy in product including material processing and packaging it will be give advantage. The result of this research shows that the advantage of shariah application in food halal industry is very significant, this can be seen from the research finding from Islamic economic development that increase Indonesian government income, industry development and shariah compliance in the food industries.

DAY 2: 18 AUGUST 2017 (FRIDAY)

Concurrent Session 4B: 11.00 AM – 12.00 PM | Room: 614

Theme: Halal Tourism (2)

Moderator: Dr. Avylin Roziana Mohd Ariffin

Regulating Halal Tourism in Indonesia

Mohamad Nur Yasin

The State Islamic University of Maulana Malik Ibrahim Malang, Indonesia

Emerging a New Meaning of Halal Tourism through Halal Food Culture: A Case Study on Japan and South Korea

Nur Diyana Abd Rahman and Mohammad Aizat Jamaludin

International Institute for Halal Research And Training (INHART), International Islamic University Malaysia (IIUM)

The Role of Travel Bureau in Encouraging Sharia Tourism in Indonesia

Efri Syamsul Bahri

STEI SEBI

Development of Audit Checklist for Muslim Friendly Hotel's Room

Siti Syahirah Saffinee, Khairusy Syakirin Has-Yun Hashim and Muhammad Aizat Jamaludin

International Institute for Halal Research And Training (INHART), International Islamic University Malaysia (IIUM)

Regulating Halal Tourism in Indonesia

Mohamad Nur Yasin

Universitas Islam Negeri Maulana Malik Ibrahim Malang, Indonesia

Abstract

Indonesian government attempts to utilize the natural sources for public prosperity improvement by developing halal-tourism on the basis of Islamic law. Consistently referring to Islamic principles, the government has formulated a regulation for halal tourism development. The research examines two aspects, i.e. the authority and the substance of halal tourism regulation in Indonesia. The literary review reveals two crucial findings. First, the authorities to formulate halal tourism regulation in Indonesia are the Ministry of Tourism and the National Sharia Board (*Dewan Syariah Nasional*) of Indonesian Ulama Council (*Majelis Ulama Indonesia*). Second, halal tourism regulation in Indonesia covers eight substantial components: (1) preservation of natural environment, (2) halal agreements/contracts, (3) flora, fauna, ancient heritages, as well as historical, art, and cultural heritages, (4) halal food, (5) halal management, (6) halal hotel, (7) halal hospital, and (7) halal accommodation.

Emerging A New Meaning of Halal Tourism Through Halal Food Culture: A Case Study on Japan and South Korea

*Nur Diyana binti Abd Rahman and Mohammad Aizat bin Jamaludin
International Institute for Halal Research and Training (INHART),
International Islamic University Malaysia (IIUM)*

Abstract

It is undeniable that food and culture are closely related to each other and are considered as an identity of one's nation. People around the globe have become familiar with foreign cuisine because of globalisation. Food is an important segment in tourism industry and has been gaining more attention over the past few years. The usage of social media especially by the millennial generation has also made this segment of gastronomic tourism more dynamic. The linkage between food and tourism is most profound among Muslim consumers. However, food in non-Muslim countries are not necessarily halal or permissible according to the Islamic law therefore has created a limitation for Muslims to experience food culture. Using food culture of Japan and Korea as an example or case study, this paper explores the influences, characteristics and values of Japanese and Korean food and their relation to the tourism industry. All these elements will then be discussed by relating them to halal food fundamentals and 'urf (custom) in Islam. On top of that, this paper would also discover the challenges and potentials in giving halal tourism a refreshing gist through halal food culture by largely reliant on secondary information as the approach.

The Role of Travel Bureau in Encouraging Sharia Tourism in Indonesia

Efri Syamsul Bahri and Martini Adityas Halmahera
STEI SEBI

Abstract

Indonesia as a country with the largest population of Muslims in the world and has the potential for tourist attraction that so ordinary has not become the primary choice of international sharia tourists. With such a huge potential, Indonesia should be able to main purpose, but the condition of Indonesia has not been included in the top 10 destinations of world sharia tourism. On the contrary, Indonesian citizens become sharia tourists with the purpose of other countries. One that plays a role in encouraging Indonesia to be the main destination of sharia tourism in Indonesia is the Travel Bureau. This study aims to find out how the role of Travel Bureau in encouraging sharia tourism in Indonesia. In addition, this research is meant to identify the factors that support and inhibit the role of Travel Agency in encouraging sharia tourism in Indonesia to become the world's main tourist destination. The results of this study indicate that there is no Travel Bureau that focus on sharia tourism business in Indonesia. For that, the existence of the Travel Bureau plays a significant role to encourage sharia tourism in Indonesia to be the main goal.

Development of Audit Checklist for Muslim Friendly Hotel's Room

*Siti Syahirah Saffinee, Khairusy Syakirin Has-Yun Hashim and Muhammad Aizat Jamaludin
International Institute for Halal Research and Training (INHART),
International Islamic University Malaysia (IIUM)*

Abstract

The concept of Muslim-friendly hotels has been discussed since 1982. However, although in Malaysia there are nearly 3000 hotels that contribute to a capacity of about 200,000 rooms, only less than 10% out of that are considered as Muslim-friendly. Consequently, this paper sought to create an auditing checklist guideline for Muslim-friendly hotel rooms, which will lead to the understanding of the facilities, services, as well as its elements and requirements. There were three objectives for this research, namely to identify the Islamic elements for a Muslim-friendly hotel room in Malaysia, to develop the audit checklist for Muslim-friendly hotel rooms (AC-MFHR) in Malaysia, and to assess the existing Islamic elements in conventional hotel rooms and in self-proclaimed Muslim-friendly hotel rooms in Malaysia. The followed methodology was literature research, observation and expert reviewed discussions, which were triangulated for validation in qualitative research. By selecting eight hotels as samples, and involving two types of hotel managements, the findings revealed that there are significant differences in the compliance and non-compliance criteria with the Islamic elements in the hotel rooms. They indicated four categories, namely prayer amenities, entertainment, environment, and interior infrastructure. Moreover, the extent and availability of existing hotel management of incorporating Muslim-friendly concepts are different. 77% of elements compliance was scored in 'self-proclaimed' Muslim-friendly hotels rooms, while conventional hotel rooms received less than 54% of elements compliance. Furthermore, this proposed AC-MFHR was verified through validation by reviewed discussions by experts. Therefore, the developed AC-MFHR has been identified as a

key finding to standardise Islamic elements in facilities and services. The results will facilitate improvements in the hotel industry, especially for those who are interested in substituting their hotel management toward the concept of Muslim-friendly hotel rooms.

DAY 2: 18 AUGUST 2017 (FRIDAY)

Concurrent Session 4C: 11.00 PM – 12.30 PM | Room: 615

Theme: Halal Food Technology and Management (1)

Moderator: Assoc. Prof. Dr. Alina Abdul Rahim

Evaluation of an In-house Test Kit for Rapid Detection of Porcine DNA in Processed Food

Lee-Lee Tan, Siti Aminah Ahmed, Carsten A. Raabe, Timofey S. Rozhdestvensky and Thean-Hock Tang
Universiti Sains Malaysia (USM) & University of Muenster, Münster, Germany

Effect of Citrus Reticulata Blanco Crude Flower Extract (CFE) on Physico-Chemical and Nutritional Properties of Cheddar Cheese

Usman Mir Khan, Ishtiaque Ahmad, Saima Inayat, Rashida Perveen, H. M. Arslan Amin, Muhammad Ayaz and Nisar Ahmad.

University of Veterinary and Animal Sciences Lahore, Pakistan & Lahore College for Women University

Preservation of Ice Cream by Date Palm Fruit Extract: Future Prospects for Halal Foods

Muhammad Nadeem and Nadeem Abbas

University of Veterinary and Animal Sciences Lahore, Pakistan

Garlic Oil and Purple Cabbage Pigment as Antimicrobial Agent in Edible Food Packaging Film

Siti Noor Suzila Maqsood ul Haque, Nor Hafiza Izzati Wahab and Nik Nurul Amira Abdul Latif
Universiti Teknologi MARA (UiTM)

Analysis of 12s rRNA Gene for Pork Identification in Gummy Candy Using Polymerase Chain Reaction “Restriction Fragment Length Polymorphism (PCR-RFLP)”

M. Hatta Prabowo, Farida Fakhrunnisa, Tiara Permata Chandra, Rochmy Istikharah and Ari Wibowo
Islamic University of Indonesia & University of Indonesia

Evaluation of An In-House Test Kit for Rapid Detection of Porcine DNA in Processed Food

Lee-Lee Tan¹, Siti Aminah Ahmed¹, Carsten A. Raabe²,

Timofey S. Rozhdestvensky³ and Thean-Hock Tang¹

¹Advanced Medical & Dental Institute, Universiti Sains Malaysia, Penang, Malaysia

²Institute of Experimental Pathology, University of Muenster, Münster, Germany

³Department of Medicine (TRAM), University Hospital of Muenster, Münster, Germany

Abstract

There is an increasing demand for a rapid and economic test in pork adulteration with rapid growth of processed food nowadays. We established a screening assay that integrates a DNA extraction method coupled with gel-based multiplex PCR amplification for pork DNA detection in processed food. The beneficial feature of the assay includes rapid, reliably specific, very sensitive, and cost effective and it is environmental friendly. In this study, we further evaluate the assay with a total of 121 meat-based processed food collected from local markets around Northern region of Peninsular Malaysia. DNA from the food samples were extracted by a 10-minute incubation in lysis buffer. Crude lysate was diluted prior to PCR amplification followed by gel electrophoresis. Internal control band was observed for all samples implying that there were no PCR inhibitions. Porcine band was only observed from 4 processed food samples declared to contain pork. No pork adulteration was found in all halal-labeled processed food tested. The performance of assay was further validated by comparing the results with a commercially available porcine detection kit. Our assay proved effective in detecting pork DNA in processed food thus provides an alternative method for halal food industry.

Effect of *Citrus Reticulata* Blanco Crude Flowers Extract (CFE) on Physico-Chemical and Nutritional Properties of Cheddar Cheese

Usman Mir Khan¹, Ishtiaque Ahmad¹, Saima Inayat¹, Rashida Perveen², H.M. Arslan Amin¹,
Muhammad Ayaz¹ and Nisar Ahmad¹

¹University of Veterinary and Animal Sciences, Lahore, Pakistan

²Lahore College for Women University, Lahore, Pakistan

Abstract

Citrus reticulata Blanco crude flowers extract (CFE) at different level (1, 2, 3 and 4%) were used as natural milk coagulant instead of rennet to develop the Cheddar cheese. The Cheddar cheeses were compared with one controlled cheese made with rennet of 0.002%. Physico-chemical results of Cheddar cheese showed that cheese made with 1% and 2% of CFE had a longer and slightly softer texture. While, cheeses containing 3 and 4% CFE had semi-hard textural properties of curd similar to rennet added cheese. The CFE made cheese had moisture 37 %, fat 45 % on dry basis resembling to rennet made Cheddar cheese. Protein analysis shows that CFE made cheese had significant higher protein content than control one. The Cheddar cheese with 3% and 1% CFE were preferred by consumers instead of 2% and 4% for their better taste, texture/appearance and overall acceptability. Conclusively, It fulfills the nutritional requirement with acceptable organoleptic characteristics and at the same time provides health benefits.

Preservation of Ice Cream by Date Palm Fruit Extract: Future Prospects for Halal Foods

Muhammad Nadeem and Nadeem Abbas

University of Veterinary and Animal Sciences Lahore

Abstract

Demand of Halal foods is increasing all over the world, massive potential exists in the preparation, distribution and storage of Halal Foods. Due to the increased knowledge of Halal Foods, people are curious about the sources of additives. This study aimed to use date palm fruit extract as Halal sources of antioxidants for the long term preservation of ice cream. Ice cream samples were added with 200, 400, 600 and 800 ppm aqueous date palm fruit extract (T₁, T₂, T₃ and T₄). For reference, a control was prepared (no date palm fruit extract). All the treatments and control were stored at -18°C for 90 days. At all the determination frequencies showed that oxidative stability of date palm fruit extract supplemented samples were less than control and were at par with 200 ppm TBHQ. Sensory characteristics of experimental samples were not different from the control. Date palm fruit extract can be used as source of Halal antioxidant for the conservation of ice cream. Antioxidant potential of date palm should be studied and extended for the preservation of wide range of Halal Foods.

Garlic Oil and Purple Cabbage Pigment as Antimicrobial Agent in Halal Edible Food Packaging Film

Suzihaque, M.U.H, Nor Hafiza Izzati Wahab and Nik Nurul Amira Abdul Latif
Universiti Teknologi MARA

Abstract

Food spoilage has been a major concern for consumers especially in developing countries. Pollution from food packaging was considered to be an increased and are becoming more recently. These problems did not only affect the environment but also towards consumers which are us the human being. It is of interest to conduct a study on developing edible food packaging which are environmental friendly as well as resistance to antimicrobial activity which can prolong the shelf life of food product. Active food packaging contains halal antimicrobial properties from garlic oil and purple cabbage were produced and their extraction method was demonstrated in this paper. Purple cabbage contains high amount of anthocyanin that has various unlimited colour densities which changes with pH and can be a source of a good pH indicator film for food packaging. Garlic oil on the other hand contains immense antimicrobial characteristics that can contribute to the antimicrobial effects in food packaging film. These films will be tested against different environment to mimic the actual conditions in food packaging. The conditions were identified to be the effect of storage with respect to different hues of light and temperature, mechanical properties to mimic the effect of storage impact and some food materials to study its effect towards protecting food products.

Analysis of 12s rRNA Gene for Pork Identification in Gummy Candy Using Polymerase Chain Reaction-Restriction Fragment Length Polymorphism(PCR-RFLP)

M. Hatta Prabowo¹, Farida Fakhrunnisa², Tiara Permata Chandra¹,

Rochmy Istikharah¹ and Ari Wibowo¹

¹Islamic University of Indonesia

²University of Indonesia

Abstract

Halal food has now become a major and important part of life. As a moslem majority country in Indonesia, the implementation of ASEAN Trade 2015 causes many concerns about halal assurance of food products. This study aimed to find out the pig mitochondrial DNA contamination in gummy candies with 12s rRNA gene target using PCR-RFLP. Gummy candies products were isolated using *Phenol-Chlorophorm-Isoamylalcohol*. Amplification was begin with predenaturation temperature of 94°C for 50 seconds, followed by 35 cycles with condition denaturation temperature of 94°C for 50 seconds, annealing 65.0°C for 50 sec , extention 72°C for 60 seconds and in the end with post extention 72°C for 10 minutes using a universal primer. *AluI* were used in RFLP as the enzyme restrictions. The results showed that the samples of the truncated used restriction enzymes *AluI* was not contain contaminants of pork because the sample is truncated at 349bp and 91bp fragments. This study showed that PCR-RFLP method used *AluI* restriction enzim can identification contaminant of animal mtDNA for gummy candy. However, the sensitivity of this method still have to be improved.

DAY 2: 18 AUGUST 2017 (FRIDAY)

Concurrent Session 5A: 2.00 PM – 3.30 PM | Room: 613

Theme: Halal Food Technology and Management (2)

Moderator: Assoc. Prof. Dr. Che Wan Jasimah Wan Mohamed Radzi

Technology Management in Halal Food Manufacturing Companies: A New Concept with Application of Taguchi Method

Hashem Salarzadeh Jenatabadi, Che Wan Jasimah Wan Mohamed Radzi and Nursyakirah Abd Manap
Universiti Malaya (UM)

GoHALAL: An Android-Based Application for Halal Consumers Find Halal Food and Beverages

M Nurilman Baehaqi, Firdaus Alif F, M Reyhan Fahlevi and M Eka Suryana
Universitas Negeri Jakarta

Effects of Glycosaminoglycans Extract from Sea Cucumber Stichopus Vastus on Inflammatory Mediators and Tissue Healing on Rodents with Full Thickness Burn Injury

Mohd Faeiz Pauzi, Siti Norazlina Juhari, Mohd Nikman Ahmad and Farid Che Ghazali
Universiti Sultan Zainal Abidin (UNISZA) & Universiti Sains Malaysia (USM)

Total Quality Management Practices: A Comparison Study between Halal and Non-halal Food Producer Companies in Malaysia

Che Wan Jasimah Wan Mohamed Radzi
Universiti Malaya (UM), Nursyakirah Abd Manap and Hashem Salarzadeh Jenatabadi

Halal Food Industry in Thailand: History, Prospects and Challenges

Mohd Saiful Anwar Mohd Nawawi, Che Wan Jasimah Wan Mohamed Radzi, Mohd Zufri Mamat, Maisarah Hasbullah, Mohd Istajib Mokhtar, Hashem Salarzadeh Jenatabadi, Saadan Man, Azmah Haji Othman, Suzana Ariff Azizan and Norhidayah Pauzi
Universiti Malaya (UM)

Technology Management in Halal Food Manufacturing Companies: A New Concept with Application of Taguchi Method

*Hashem Salarzadeh Jenatabadi, Che Wan Jasimah bt Wan Mohamed Radzi
and Nursyakirah Abd Manap
University of Malaya*

Abstract

Knowledge management, firm innovation, organizational learning, and company performance are the main indicators in technology management modeling studies. In the coming years, structural equation modeling and partial least square are the most statistical modeling for estimating company sustainability performance. The main objective of this study to apply Taguchi method to introduce a new pattern for analyzing of company performances include financial indicator. The data were collected from halal food manufacturing in Malaysia. The introduced statistical application, Taguchi method, is realistic and reliable approach to exploring which combination of knowledge management, firm innovation, and business strategy bring high performance.

GoHALAL PLUS: An Android Based Application for Halal Consumers Find Halal Food and Beverages

*M Nurilman Baehaqi, Firdaus Aliff , M Reyhan Fahlevi and M Eka Suryana
Universitas Negeri Jakarta*

Abstract

The need for halal food and beverages in the world increases with the growth of the muslim population in the world. However, for non-muslim majority areas, it is very difficult to find halal food and drinks. This study aims to build android based application to help consumers find halal food and beverages that can be used in any area. The method used is System Life Development Cycle (SLDC) Extreme Programming method which consists of planning, design, coding, testing, and release (product increment). The result is a successful application built using Android Studio assisted by UML modeling language (Unified Modeling Language). The features in this app are search store locations that provide halal food and beverages using the Google Maps API, store owner description, communication with store owner, and direct bookings for nearby areas. From the usability aspect, this application has usability level of 65% of the 35 respondents being sampled.

Effects of Glycosaminoglycans Extract from Sea Cucumber *Stichopus Vastus* on Inflammatory Mediators and Tissue Healing on Rodents with Full Thickness Burn Injury

Mohd Faeiz Pauzi¹, Siti Norazlina Juhari¹, Mohd Nikman Ahmad² and Farid Che Ghazali²

¹ Universiti Sultan Zainal Abidin

² Universiti Sains Malaysia

Abstract

This study was design to investigate the effect of total sulfated glycosaminoglycan (GAG) from integument body wall of sea cucumber *Stichopus vastus* on inflammatory mediators and tissue healing on rodents with full thickness burn injury. Twelve male *Sprague-dawley* rats weighting 350-400 grams were distributed randomly into two groups. Six rats in group A received 5mL/kg/day intra-peritoneal total sulfated GAG from *S. vastus* for 5 days, while control group received phosphate buffered saline (PBS). Level of IL-10 and IL-12 were measured at day 1, 6 and 12. The level of IL-10 revealed significantly ($p < 0.05$) higher and the level of IL-12 was reduced significantly ($p < 0.05$) in sulfated GAG treated group. Data suggested that sulfated GAG from *S. vastus* integument body wall increase anti-inflammatory cytokine and reduce pro-inflammatory cytokine. Microscopic evaluation showed reduced neutrophils infiltration with enhanced proliferation of fibroblasts and angiogenesis ($p < 0.05$) in the sulfated GAG treated group. Sulfated GAG from *S. vastus* integument body wall has impact on the outcome of wound healing process by increasing the level of anti-inflammatory cytokine, IL-10 and reduced level of pro-inflammatory cytokine, IL-12 and positive effect on fibroblast proliferation and angiogenesis process.

Total Quality Management Practices: A Comparison Study Between Halal and Non-Halal Food Producer Companies in Malaysia

Che Wan Jasimah Bt Wan Mohamed Radzi, Nursyakirah Abd Manap

and Hashem Salarzadeh Jenatabadi

University of Malaya

Abstract

This research aims to empirically compare the multidimensionality of total quality management and its impact firm sustainability in the halal and non-halal food manufacturing in Malaysia. Based on existing studies, we consider six scopes total quality management include strategic planning, leadership, customer focus, human resource management, process management and information and analysis grounded in Malcolm Baldrige National Quality Award benchmarks and three modules of firm sustainability performance contains financial performance, Marketing performance, and partnership performance were acknowledged. Total sample size is 80 operational individual were selected from the halal and non-halal food manufacturing sectors that have or planning to have the ISO 9001:2000 authorization. Descriptive statistics and partial least square procedures were applied to assessment the research framework. Outcome of the current cross sectional research shows significant difference with respect to the forming of total quality management and impact of it on firm sustainability performance between halal and non-halal food manufacturing sectors. Basically, this study can be applied by halal policy and decision makers in halal food industry, researchers in halal studies, and master & PhD students.

Halal Food Industry in Thailand: History, Prospects, and Challenges

*Mohd Saiful Anwar Mohd Nawawi , Che Wan Jasimah Wan Mohamed Radzi ,
Mohd Zufri Mamat, Maisarah Hasbullah, Mohd Istajib Mokhtar, Hashem Salarzadeh
Jenatabadi, Saadan Man, Azmah Haji Othman, Suzana Ariff Azizan and Norhidayah Pauzi
University of Malaya*

Abstract

The productions of halal food from farm to table are very challenging in our new modern world. Furthermore manufacturing in world halal food industry are also extremely competitive. Thailand has been listed as one of top rank in the world tourist destination, top medical hub for foreign patients and relative and it also has been listed as top tenth world biggest food exporting countries and exporting halal products to the world. The main objective of this paper is to study the trend of producing halal food products, prospects, and current challenging in Thailand. The data analysis is included interview with some experts in Thailand halal food industry. This paper would be very helpful for policy makers and producers of halal food industry in East of Asia countries. The main contribution of this study is to bring out that how Thailand as a non-Muslim country is successful for producing and exporting halal food production to the Middle East countries.

DAY 2: 18 AUGUST 2017 (FRIDAY)

Concurrent Session 5B: 2.00 PM – 3.00 PM | Room: 614

Theme: Halal Tourism (3)

Moderator: Dr. Farah Laili Muda @ Ismail

The Indonesian Strategy in Developing Halal Tourism in Lombok: A Global Value Chain Perspective

Siti Daulah Khoiriati and Dedi Dinarto

Universitas Gadjah Mada

Application of the Minister Decree of Tourism Ministry, Quality Management and Customer Satisfaction on Sharia Hotel and Guest House (Study case: Joglosemar Region, Indonesia)

Rafika Meidiana, Nisaulfathona Hidayati, Indah Prihastuti and Indah Susilowati

Diponegoro University, Semarang Indonesia

Job Satisfaction Among Employees in Sharia-Compliant Hotels in Malaysia

Farah Laili Muda @ Ismail, Norailis Ab Wahab, Latifah Abdul Latiff and Anita Ismail

Universiti Sains Islam Malaysia (USIM)

Potentials and Challenges of Sharia Tourism in West Sumatra Indonesia

Martini Adityas Halmahera and Efri Syamsul Bahri

STEI SEBI

The Indonesian Strategy in Developing Halal Tourism in Lombok: A Global Value Chain Perspective

Siti Daulah Khoiriati and Dedi Dinarto
Universitas Gadjah Mada, Indonesia

Abstract

This paper analyzes the Indonesian strategy in developing halal tourism by addressing the case of Lombok—a halal tourist destination—from the perspective of Global Value Chain. The idea to develop halal tourism in Indonesia flourished after Lombok received prestigious awards during the World Halal Summit held in Dubai in 2015. The fast development of halal tourism in the world, triggered by the growing number of Muslim travelers has attracted many developing countries to take advantage from the global trend. It is argued that developing countries could gain greater benefits by inserting into global halal value chain in tourism. Lombok took this as a strategy to reach the highest level in the value chain, which is market for the destination, and achieved successful result. However, this research found out that the strategy of “starting from end” practiced by the government in developing Lombok as halal tourist destination bears a number of weaknesses, among others are unpreparedness of the halal tourism institutions and infrastructures. It is the purpose of this paper to investigate both strengths and limitations of the strategy using Global Value Chain analysis and propose some recommendations for further development.

Application of The Minister Decree of Tourism Ministry, Quality Management, and Customer Satisfaction on Sharia Hotel and Guest House (Study Case: Joglosemar Region, Indonesia)

Rafika Meidiana, Nisaulfathona Hidayati, Indah Prihastuti and Indah Susilowati
Diponegoro University

Abstract

Sharia tourism rises enormously. Based on Global Muslim Travel Index 2015, there were 108 million of Moslem who traveled and spent around U\$145 billion solely in 2014; the number is expected to climb to U\$200 billion with 150 million traveler in 2020. The rise of sharia tourism induces sharia hotel industry which might facilitate the Moslem travelers. In respect to the trend, Indonesia wherein 207.176.162 (or majority) Moslem reside, is a highly potential country to develop shariah hotel concept. As a planning region; Yogyakarta, Solo, and Semarang city or often called as Joglosemar was selected to be the object of this study. The aim of this study was to examine level of implementation of Minister Decree of Tourism and Creative Economy No. 2 Year 2014 and quality management in sharia hotel. In addition, the aim of this study was to identify customer satisfaction toward hospitality in sharia hotel. A set of primary data are assessed through interview and questionnaire to 11 hotels and shariah guest houses in Joglosemar. Qualitative-descriptive analysis and Likert Scale are employed to elaborate the results. The results showed that average of sharia hotel fulfillment indicator (resulted from fulfilled indicators out of total indicators) based on Minister Decree of Tourism and Creative Economy No. 2 Year 2014 is 65,8%; where the highest fulfillment is by Grasia Hotel, Semarang (85%) while the lowest fulfillment is by Bukit Uhud Syariah Hotel, Yogyakarta (50%). Quality management of Semesta Hotel, Semarang reaches 100%; while Teras Solo Guest House, Solo is only at 71,4%. Furthermore, most of the consumers were satisfied with the hospitality service offered in sharia hotel.

Job Satisfaction Among Employees in Sharia-Compliant Hotels in Malaysia

*Farah Laili Muda @ Ismail, NorAilis Abd Wahab, Latifah Abdul Latiff and Anita Ismail
Universiti Sains Islam Malaysia*

Abstract

Malaysia is known as halal hub and always being referred by other countries regarding halal issue. One of the popular industries recently that focuses on halal compliance is tourism, particularly hotel industry. Many hotel providers have intention to apply for halal certificate especially to attract the Middle-east tourists. In this industry, employees are one of the most important elements in sharia-compliant hotel (SCH), as they need to understand the implementation of 'sharia-compliance'. This study investigates the level of job satisfaction among employees who are working in SCH. 100 employees from three SCH were involved in the survey. They were asked about the level of satisfaction working in SCH. The findings showed, among four aspects of job satisfaction, the management condition was the most influential factor. Then followed by the following aspects: the use of their ability in the job, personal fulfillment and lastly job conditions.

Potentials and Challenges of Sharia Tourism in West Sumatra Indonesia

Martini Adityas Halmahera, Efri Syamsul Bahri
STEI SEBI

Abstract

The Islamic-based economic sector has recently increased significantly, namely sharia finance, insurance, fashion, cosmetics, pharmaceuticals, entertainment, and tourism. sharia tourism is seen as a new way to develop Indonesian tourism that upholds Islamic culture and values. sharia tourism is not only related to religious values, but more to the lifestyle. The condition of sharia tourism in Indonesia is still not maximal. In fact, if the work is more serious, the potential for development of Islamic tourism in Indonesia is very large. Not many travel agencies are packing trips with Halal travel packages. Therefore, this study aims to describe the opportunities and challenges of sharia tourism destinations in Indonesia, especially in West Sumatra, known as Minangkabau, analyzes the readiness of tourist destinations through the perception of tourism business actors and tourists in developing sharia tourism in Indonesia, and produce appropriate strategies to develop sharia tourism according to the characteristics of tourist destinations in Indonesia. Based on the results of this study, West Sumatera has been quite optimal in launching sharia tourism products but still needs some improvement or strategy in attracting International tourists as the main market.

DAY 2: 18 AUGUST 2017 (FRIDAY)

Concurrent Session 5C: 2.00 PM – 3.30 PM | Room: 615

Theme: Halal Development

Moderator: Dr. Aiedah Abdul Khalek

Unveiling Islamic Banking Literacy Factors among Micro Entrepreneurs in Bogor City, West Java Indonesia

Zara Fathia Muflihani, Laily Dwi Arsyianti and Irfan Syauqi Beik

Internationa Islamic University of Malaysia (IIUM) & IPB, Bogor Agricultural University

Prospects of Halal Product In Developing Economy (Nigeria and Malaysia as a Case Study)

Oyelakin Idris Oyewale

Universiti Sains Islam Malaysia (USIM)

Managing Differences in Food Consumption in a Multi-Religious Society: Exploring Halal Dining Experience and Its Impact on Social Cohesion in Malaysia

Aiedah Abdul Khalek, Ros Aiza Mokhtar and Adrian Yong Tat Yao

Monash University Malaysia

A Preliminary Survey on Institutionalization and Assimilation of Halal in Malaysia

Maisarah Hasbullah, Alphian Ghaffar and Mohd Zufri Mamat

Universiti Malaya (UM)

Batik as a Medium of Islamic Character Education Based on Bogor Wisdom

Indriya R. Dani, Syarifah Gustiawati Mukri and Hendri Tanjung

Ibn Khaldun University Bogor

Unveiling Islamic Banking Literacy Factors Among Micro Entrepreneurs in Bogor City, West Java, Indonesia

Zara Fathia Muflihani¹, Laily Dwi Arsyianti² and Irfan Syauqi Beik³

^{1,2} *International Islamic University Malaysia*

³ *Bogor Agricultural University*

Abstract

Indonesia Islamic banking market share in 2014 has not reached 5 percent yet. It was 4.9 percent to be precise. One of the blame is the financial literacy of Indonesian people in Islamic banking is still low. This study attempts to analyse factors affecting the financial literacy rate in Bogor City, West Java, Indonesia. OLS is used to find the best model. A survey has been done to 70 micro enterprises in local traditional markets of Bogor City. Literacy rate is analysed through their knowledge, trust, and skill to use Islamic banking facilities. The results show that their financial literacy rate is still low. Furthermore, the factors affecting financial literacy in Islamic banking among micro enterprises in Bogor City are education period, profit, and dummy of social intensity and education program given by Islamic banks.

Prospects of Halal Product in Developing Economy (Nigeria and Malaysia as A Case Study)

Oyelakin Idris Oyewale
Universiti Sains Islam Malaysia (USIM)

Abstract

Halal products is commonly associated with the Muslim community. This is because the concept is derived from Islamic perspective. But in a broader view halal product has more benefit to nation development in terms of its contributions to gross domestic product (GDP). It will be interesting to know that halal product though recently been recognized and adopted by some African nation such as Nigeria who recently adopted Islamic banking and practice some of halal products (takaful, Ijara, etc.) has recorded some success in this area but the benefits and contributions of halal related products in developing world such as Malaysia is more than its present state in Nigeria if well harness. Therefore the purpose of this study is to look at the prospects of halal products in developing economy. And this paper will also look at its contributions and suggest future opportunities for further research in this aspect.

Managing Differences in Food Consumption in A Multi-Religious Society: Exploring Halal Dining Experience and Its Impact on Social Cohesion in Malaysia

Aiedah Abdul Khalek, Ros Aiza Mokhtar and Adrian Yong Tat Yao
Monash University Malaysia

Abstract

Dining is a fundamental biological need which serves as a social function for binding people in a society. It is a human sociality, people tend to eat together but it could turn to be very complex in a multi-religious society where people have different dietary requirements prescribed by their religion. Limited studies reveal halal dining practices and its influence on social cohesion in a multi-religious society. In this study, we investigated and explored how Muslims uphold their religious commitment of halal dining within the inter-religious context and how non-Muslims perceive halal dining practices. This study mainly aims to explore the behavioral patterns of halal dining experiences among urban Generation Y in a multi-religious societal context. The study was undertaken to measure the influence of halal dining experience in which, it may have an impact to the socialization process between Muslims and non-Muslims; thus, this effect may influence the condition of social cohesion in Malaysia. This study also attempts to explore the inclusiveness of halal diners and their interactions. Adopting a qualitative approach, interviews were conducted as well as observations were undertaken among young Muslims and non-Muslims urbanites residing in Klang Valley. The outcome of this research aspires to serve as a reflection of halal dining experience in a multicultural society towards building a cohesive and united multi-religious society.

Preliminary Survey on Institutionalization and Assimilation of Halal in Malaysia

Maisarah Hasbullah, Alphian Ghaffar and Zufri Mamat
University of Malaya

Abstract

The halal industry constitutes 112 countries, catering for 1.8 billion Muslim populations. It is estimated to be worth around USD2.3 trillion and Malaysia has been aggressively promoting itself as one of the major player in the global halal industry. As a multi-religious and multiracial country, Malaysia's vision in becoming a global halal hub, there are many of crucial steps that have been taken by government which supported by private agencies in developing halal industry in Malaysia. Even though the rapid development in halal industry, there is a lacked of documentation on the history of institutionalization and the process of assimilation of halal culture in Malaysia. This paper will look at the history of halal development institutionalization and assimilation of halal in Malaysia. The methodology of the study were based on systematic review of the relevant literature and 'focused interviews' on selected individuals, institutions, and key actors in halal sectors. It showed that the halal development in Malaysia is started systematically with the establishment of specific halal department in the Department of Islamic Development Malaysia (JAKIM) namely Committee on Evaluation of Food, Drinks, and Goods utilized by Muslims on 1982 (Zunirah Talib et al, 2010) and JAKIM currently is the sole body authorized to issue halal certification; then is followed by other important institutions in public university such as Halal Products Research Institute (HPRI) in Universiti Putra Malaysia (UPM), International Institute for Halal Research and Training (INHART) in International Islamic University Malaysia (IIUM), and Institute of Halal Research and Management (IHRAM) in Islamic Science University of Malaysia (USIM). Besides halal research institutions, there is an evolution in the developing and application of national's halal certification, for instance MS 1500:2004, Malaysia's halal standard that is highly

recognized globally. Moreover, this research found that apart from the economical purpose, the rapid development of halal sector in Malaysia is originally driven by a close relation and integration of science with religious and social needs.

Batik As a Medium of Islamic Character Education Based on Bogor Wisdom(Motif Symbol Gentong, Rice, Water/ Rain, Rainbow/ Katumbiri)

*Indriya, Syarifah Gustiawati Mukri and Hendri Tanjung
Ibn Khaldun University Bogor*

Abstract

Batik is one of the ancestral heritages of Indonesia. Batik is a technique of applied to whole cloth, or cloth made using this technique. As a characteristic of the nation's wealth, batik needs to be strategically positioned. Beside as a means of economic development of society, Batik can also be implemented as a media of nation identity character building. The existence of Batik must continue to be preserved and reconstructed to be the founder of the nation's identity as a medium of transformation and implementation of educational value. This study aims to reconstruct the Value of Batik as Educational Media of Islamic Character. Specifically the values are derived from Mama Falak's motifs (Motif Symbol Gentong, Rice, Rain Water, Rainbow / Katumbiri). Survey is used to collect data through observation, literature study, interview and documentation. This study finds that Batik can be reconstructed into a character education media through two channels. Firstly, Batik as a propagation medium through transmission and the transformation of the teachings of scholars is typical of Mama Falak Pagentongan Bogor. A 'gentong' motif means the high degree of human being due to science, faith and charity. Water/rain motif means grace and source of life. Motif of rice contains the concept of humble (tawaddu), and rainbow (katumbiri) motif means the hereafter. Therefore, that value can be implemented in everyday life. Secondly, Batik is a Media Implementation of Local Wisdom of Bogor. The transformation of the teachings is applicable through Muslim fashion characterized by the value of Mama Falak Pagentongan teachings. The characters are the development of respect, responsibility and confidence to the community, resulting

in a sense of ownership of local products Batik. This study recommends that all stake holders should do together in the reconstruction of batik bogor with nuanced ulema motifs of Falak science, so that local wisdom is implemented in daily life.

Session of Korean Food Service Association

Room No. 616

17, AUGUST 2017 (THURSDAY)

Time	Presenter(Author)	Title of Articles
	Moderator : Dr. Chung, Chang-Ho, Sejong University	
13:30 ~ 13:50	Yim, Seoung-Been(Dept. of Food service Management & Culinary, Baek Seok Arts University)	The Effect of the Traceability System on the Use Intention Using the Technology Acceptance Model
	Discussant	Dr. Kim, Ho-Seok, Catholic Kwandong University
13:50 ~ 14:10	Gu, Sun-Bon(Graduate School of Hospitality and Tourism, Sejong University), Chong, Yu-Kyeong (College of Hospitality and Tourism, Sejong University)	A Study on Convergence in the Food Service Industry
	Discussion	Dr. Lee, Woo-Jin, Baekseok University
14:10 ~ 14:30	Paik, Eun-Jin Hong, Wan-Soo (Department of Foodservice Management and Nutrition, Sangmyung University)	HMR Selection Attributes' effect on Consumer Satisfaction according to Food Neophobia Tendencies
	Discussant	Dr. Kim, Hyung-Ryul, Bucheon University
14:30 ~ 15:00	Coffee Break	
	Moderator : Kang, Kun-Og, Hangkyong National University	
15:00 ~ 15:20	Hong, Seok-Jo(Department of Food Science, Yeungnam University), Kim, Dong-Jin(Department of Food Economies and Service, Yeungnam University)	The Relationship among Perceived Service Quality, Brand Image, Customer Satisfaction and Loyalty in Korean Grilled Pork Entrails Restaurants
	Discussant	Dr. Kim, Jin-Young, Dong Seoul University
15:20 ~ 15:40	Yoon, Sun-young(Department of Culinary and Food Service Management, The Graduate School of Sejong University), Eu, Yoon-Sun(Department of Food Service Planning & Franchise Management, Sejong Cyber University)	A study on the influence of information characteristics of TV cooking program on its information acceptance and dietary change
	Discussant	Dr. Lee, Eun-Jung, Shinhan University
15:40 ~ 16:00	Baik, Yu-kyung(Korea Media Tourism Research Center), Nur Kareelawati Abd Karim (Universiti Sains Islam Malaysia), Alina Abd Rahim(Universiti Sains Islam Malaysia)	Cultural Misunderstanding or Western Media Imperialism?: Textual and Reception Analyses of the K-Soap Drama <i>Man Who Dies to Live</i> (MBC)
	Discussant	Dr. Lee, Hee-Yul, Sejong Cyber University
16:00 ~ 16:20	Ahn, So-Youn, Oh, Young-Joo, Yim, Eun-Soon(College of Hospitality Tourism Management, Sejong University)	A Study on Major satisfaction, Career Exploration Behavior, Employment Preparation Behavior of College Graduates by using Graduates Occupational Mobility Survey
	Discussant	Dr Lee, Keol-Jae, Konyang University

The Effect of the Traceability System on the Use Intention Using the Technology Acceptance Model

*Yim, Seoung-Been**

Abstract

This research aimed to provide the implication capable of being helpful to the safe dietary life of consumer providing the theoretical basis for the Technology Acceptance Model in the environment of trace system of food career and utilizing the trace system of food career by analyzing the quality of information being the subordinate concept of trace system of food career, the information availability, the information visibility, the perceived usability of Technology Acceptance Model being the parameter, the use availability and the cause-and-effect relationships between the reliability being the subordinate variable and the use intention systematically. It is as follows if the analysis result of research is summarized. First, the quality of information and the information visibility of trace system of food career appeared to affect the significant positive (+) effect on the perceived usability. Second, the information accessibility appeared to affect the significant positive (+) effect on the use availability. On the other hand, the quality of information, the information availability and the information visibility appeared not to affect the significant positive (+) effect on the perceived use availability. Third, the quality of information appeared to affect the positive (+) effect on the reliability, the information accessibility appeared to affect the significant negative (-) effect on the reliability. Fourth, the information availability appeared to affect the positive (+) effect on the use intention, the quality of information has been analyzed to affect the significant negative (-) effect. On the other hand, the information accessibility, the information visibility appeared not to affect the significant effect on the use intention.

Even though the perceived usability appeared not to affect the significant positive (+) effect on the use intention, the perceived use availability appeared to affect the significant positive (+) effect on the use intention.

Key words: Food Traceability, TAM, Usage Intention, Perceived Usefulness

*Dept. of Food service Management & Culinary, Baek Seok Arts University

A Study on Convergence in the Food Service Industry

Gu, Sun-Bon*, Chong, Yu-Kyeong**

Abstract

The purpose of this study is to explore the concepts and areas of convergence in the food service industry and to explore the possibility of using it as a strategy through analyzing the types of restaurant convergence. To do this, we define the concept of convergence in the food service industry and investigate the type and characteristics of the convergence service in the food service industry. Through these researches, we intend to provide implications for the utilization of restaurant convergence marketing that can satisfy consumers' desires. In order to examine the characteristics of convergence in the food service industry, the types of food service industry are classified into industry, cross-industry, and between technologies convergence. According to convergence type, characteristics such as convergence, demarcation, technology orientation, emotional orientation, and time - space transcendence are derived. Also, convenience, efficiency, value mobility, playability, and sensibility were found to be dependent on the way of fusion. The use of convergence is thought to be a major step forward for the food service industry as a strategy to increase consumers' active participation and to make reasonable consumption choices, and to raise profits while reducing corporate spending costs.

KEY WORDS : convergence, food-service industry

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**HMR Selection Attributes' effect on Consumer Satisfaction
according to Food Neophobia Tendencies
- Focused on Hong Kong Consumers-**

Paik, Eun-Jin, Hong, Wan-Soo***

Abstract

This study aims to identify Hong Kong consumers' Home Meal Replacement (HMR) selection attributes by their Food Neophobia tendencies to propose direction for new HMR product industries while providing baseline data for overseas marketing and product development. Data for this study were collected through Data-Spring, a specialized online survey center, and the 521 valid samples collected were analyzed using SPSS Statistics (ver. 23.0, SPSS Inc., Chicago, IL, USA). Results showed that the average Food Neophobia Scale(FNS) of Hong Kong consumers were 3.66 ± 0.59 , and Food Neophobia Index also showed statistically significant differences by gender, age, marital status, level of education, and family composition. The study showed that for Neophobic groups, intrinsic factors in the order of health and well-being, quality, convenience; and extrinsic factors in the order of, PR factor, simplicity, reliability showed more influence. As for the direction of new HMR products, for Neophilic groups, an Online to Offline(O2O) service or 24-hour delivery service that takes the modern people's busy dietary lifestyle into account and overcomes the space and time constraints while securing the stability of ingredients along with the application of the two highest influential factors – quality and convenience- applied to its product was deemed necessary. For Neophobic groups, a customized HMR that reflects the influential factors in demand – the health and well-being factor – using organic ingredients to develop premium HMR products while utilizing various IT technology to provide more convenient service like mobile app services for customer convenience was deemed necessary.

KEY WORDS : HMR(home meal replacement); food neophobia; Hong Kong consumers

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The Relationship among Perceived Service Quality, Brand Image, Customer Satisfaction and Loyalty in Korean Grilled Pork Entrails Restaurants

Hong, Seok-Jo, Kim, Dong-Jin***

Abstract

A significant body of research has pointed out the relationship among perceived service quality, brand image, customer satisfaction and loyalty in the hospitality industry. However, only a few study has focused on Korea-specific context. As franchise systems become increasingly popular, quite a few 'Makchang-gui' (grilled pork entrails) restaurant brands have emerged in the Korean market. Therefore, this study aims to investigate the relationship among perceived service quality, brand image, customer satisfaction and loyalty in Korean grilled pork entrails restaurants adopting the three-dimensional (i.e., interaction quality, physical environment quality, and outcome quality) service quality model proposed by Brady and Cronin (2001). The results showed that outcome and interaction qualities significantly affected customer satisfaction whereas the impact of physical environment quality on customer satisfaction was not significant. Brand image significantly affected customer satisfaction. It was also found that customer loyalty was significantly affected by customer satisfaction.

KEY WORDS : service quality; brand image; customer satisfaction; customer loyalty, grilled pork entrails; Makchang

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A Study on the Influence of Information Characteristics of TV Cooking Program on its Information Acceptance and Dietary Change

Yoon, Sun-young, Eu, Yoon-Sun***

Abstract

The cooking programs on TV in the past aimed on improvement of dietary life. However, the change in lifestyle in a new time period led those programs to introduction of famous and delicious restaurants, eating shows, and cooking shows, converting educational programs on TV to reality survival programs, and the composition of programs related to cooking on TV has been increasing as well. Due to more application of broadcasted cooking at home, this study has taken cooking shows among TV cooking programs as the subjects of study and has analyzed the factors of information characteristics to study the influence of acceptance of information at home on a change in dietary life.

Among TV cooking programs, cooking shows were selected to be on the survey questionnaires to be asked to people, and the statistical program SPSS 22.0 was used for the frequency analysis of demographical data and for the cross analysis of types of cooking shows that people watch. Through the factor analysis on the information characteristics of TV cooking programs, acceptance of information, and change in dietary life, the verification of reliability has been performed, and to verify the hypothesis, the correlation analysis and the multiple regression analysis have been performed. The results of study after the above are the followings: first, the information characteristics of TV cooking programs showed a positive significant influence on the acceptance of information, and second, the acceptance of information of TV cooking programs showed a positive significant influence on the change in dietary life. The results of this study have been integrated, the implications have been recommended, and the direction of future studies has been proposed.

Keyword: TV Cooking Program, Cooking Show, Information Characteristic, Acceptance of Information, Change in Dietary Life, Influ

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Cultural Misunderstanding or Western Media Imperialism?: Textual and Reception Analyses of the K-Soap Drama Man Who Dies to Live (MBC)

*Baik, Yu-kyung **, *Nur Kareelawati Abd Karim***, *Alina Abd Rahim****

Abstract

Misunderstanding in the context of the cultural and religious communication may result from many different and misconceived sources such as inadequate knowledge and poor perception. Media writers' misinterpretation of other countries' culture and religion may arise from his/her gaps in understanding of socio-religious and culture of others. Given this complexity, any analysis of misunderstanding and media misrepresentation must be approached in an interdisciplinary manner using different research methods. By combining relevant literature from media and cultural studies with a corpus of Islamic studies, this article investigates cultural misunderstandings and clashes relating to media organisations and audience. It presents results of textual and reception analyses, which conceptualises cultural and religious misunderstanding and misrepresentation in three-fold. First, we conducted a textual analysis of a newly released MBC drama Man Who Dies to Live (July 2017 – Present). Next, we carried out a reception analysis that includes both online and offline audiences. As with online audiences, we examine the responses on a K-soap drama fan page while offline audiences we conducted interviews with Muslims in Malaysia and Korea concerning misrepresentation of hijab and Muslim subjects on the Man Who Dies to Live. Finally, we mapped the audience feedbacks against the MBC's responses to the representational issues by scrutinising its press releases. Empirical findings conclude that the Man Who Dies to Live has not only sparked international fans outrage for the MBC misappropriating Islamic culture but also signifies the western media imperialism on a Korean media outlet and its sociocultural values.

Keywords: reception studies; Korean drama; cultural clash; media representation

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A Study on Major satisfaction, Career Exploration Behavior, Employment Preparation Behavior of College Graduates by using Graduates Occupational Mobility Survey

Ahn, So-Youn, Oh, Young-Joo, Yim, Eun-soon

ABSTRACT

The goal of this research is to propose more effective ways for students who are majoring in tourism-related departments in universities especially for their job search activities, career exploration and satisfaction with their jobs. The analysis of this research is based on the GOMS 2014.

Comparing with the number of workers who graduated from tourism-related studies and got their first jobs in the tourism-related areas, less number of them remain to work in the same sectors, according to the research result. Those who majored tourism studies also show higher hopes to work in other sectors than those who majored in other studies but work in the tourism-related areas.

For students who majored tourism studies, it turned out that support programs to help them develop interview skills and curriculum vitae were very effective. However, they did not seem to have equal opportunities to participate in such support programs than students who majored in other studies.

In regard to salary, no income gap has been found between workers who majored in tourism studies and others who majored in other studies but have been working in the same tourism-related areas. However, tourism-majored workers seemed to accept lower level of the reservation wage before graduation rather than that of workers who majored in other studies.

This research holds significance in the fact that it objectively verified the existing researches by targeting alumni who have been actually working in the industry 18 months after graduation. The existing researches mainly targeted students who majored in selected studies in some selected universities.

Key Words : Major Satisfaction, (Career Exploration Behavior), Employment Preparation Behavior, Graduates Occupational Mobility Survey

College of Hospitality Tourism Management, Sejong University

Session of The Society of Islamic Culture Studies, HUFS

Room No. 617

17, AUGUST 2017 (THURSDAY)

Time	Presenter(Author)	Title of Articles
Moderator : Dr. Mohamed Elaskary, Azhar Univ., Egypt		
15:00 ~ 15:30	Dr. Salaheldin Elgebily (HUFS, Korea)	Halal and Haram foods in Islam
	Discussant	Dr. Abdulkareem Asaad QahtanNasser (HUFS, Korea)
15:30 ~ 16:00	Dr. Kim Dong Hwan (HUFS, Korea)	Suggestion for Muslim Restaurant Classification System in Korea
	Discussant	Dr. Kim Byeong Ho (Sunmoon Univ., Korea)
16:00 ~ 16:30	Dr. Yun Eun Kyeong (HUFS, Korea)	The Food Culture and Dining Etiquette in the Arab World
	Discussant	Dr. Kim Eun Ji (HUFS, Korea)

Halal and Haram Foods in Islam

*Salaheldin Elgebily**

Abstract

This paper is intentionally and remarkably compact. It is mainly directed at the non-Arab reader who is always wondering with surprise about the types of food that Muslims can - or cannot - eat. This is why I thought it needed to be a necessary prelude to the universality of Islam, because many ordinary people and those interested in Arab culture - non-Muslims and academics alike - notice that Muslim and Arab societies are the most common societies in the world where there is talk about religion, halal and haram. They are closely linked to religion. In the preface, I try to explain the meaning of the universality of Islam. I say that Islam is different from other religions as a comprehensive system for all corners of life. Moreover, I will explain in the introduction how it affects all aspects of Muslims lives; in food, drink, clothing, marriage, economy, politics, etc.

The second part of the paper is about some rules and regulations that revolve around the meaning of halal and haram in Islam. One of these principles is that the underlying rule is permissibility, and the prohibition (Haram) is only minor when compared with halal. Likewise, the permitting or banning of an issue is a divine matter, which is the subject of God Almighty. No human authority can permit anything that God has forbidden, or ban something God has permitted, and whoever dares to do so has trespassed the limits of his humanity. One of these principles is that halal means that people should refrain from getting close to haram, and human life can go on smoothly if they avoid haram. It is also a principle that the methods that lead to the end of haram are also haram. Moreover, circumventing the haram by changing the names of things is also haram; for instance, using the terms "interest" and "spiritual Drinks" instead of "usury" and "alcohol" is haram.

In the third part of the paper I talk about the types of foods that people can eat; what is halal and what is haram, but I could not explain the reasons for which the

prohibition came out of that on the objectives of the paper. The question of halal and haram is presented in the chapters on Islamic jurisprudence, and it goes as far as possible from controversial issues, but the reader must know that the issues are not as simple as they appear in the research. Differences of "Fatwa" in Islam are considered by Muslims as a mercy from God, because it gives individuals and Islamic societies the opportunity to choose what suits their lives, and at the end of the paper the sources and references relied upon are attached.

KEYWORDS: Halal; Haram; Usury; Islam; Fatwa; Muslim Life

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Suggestion for Muslim Restaurant Classification System in Korea

*Kim Dong Hwan**

Abstract

It is verified that the number of Muslim tourist visited to Korea rose 33.1 percent year-on-year to 980,600 tourists in 2016. This number continues to increase and is expected to reach to 1.2 million at the end of 2017. The number of Southeast tourists to Korea grew by 33% compared with the previous year and also the number of Middle East tourists grew by 24%.

Inducement of Muslim tourists became more important to Korea tourism market amid a sharp decline in Chinese tourists after a diplomatic row between Korean and China after the deployment of the U.S Terminal High Altitude Area Defense (THAAD). Unfortunately domestic tour infrastructure for Muslim tourists in Korea remained low. Muslim tourists expressed most dissatisfaction about food after visiting Korea.

Korea Tourism Organization has implemented Muslim restaurant classification system "Muslim friendly restaurants" for Muslim tourists. It has been enforced by 4 classification as Halal Certified, Self-Certified, Muslim Friendly and Pork Free. But Standard and concept of 3rd class "Muslim Friendly" seem to be vague and it could cause Muslim tourists inconvenience for using those restaurants. Therefore this research would like to suggest to enforce 5 classification system putting "Muslim Welcome" between two classes as Muslim Friendly and Pork Free.

KEYWORDS: Muslim tourist; Halal; Muslim Friendly; Muslim Welcome; Pork Free; Classification

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The Food Culture and Dining Etiquette in the Arab World

*Yun Eun Kyeong**

Abstract

No matter where, its cuisine is closely related to the climate and environment of certain areas, , and every country has its own unique culinary tradition and culture. Arab cuisines are not different, of course, if you look at the environmental characteristics of the Arab region, you can easily understand the origin of the food that the Arabs enjoy.

The Arab world can be divided into the Mediterranean region, the southern part of the Arabian Peninsula where the desert is dominant, the mountains and plateau in the north, and the Mesopotamian plain in the middle. That is, most of the area except the coastal area and the Fertile- Crescent area is arid region. Therefore, the nomadic life and oasis agriculture, which can be easily seen in the arid region, become the characteristic lifestyle of the region.

This paper aims to study the food culture and tradition in the Arab world, for example, we study Arab dining etiquette and culture related to the breakfast, lunch, dinner and also Arab cuisines, the beverage culture and some famous dishes like 'Adas soup, Hummus, Fül Mudammas, Mahshi, Fallāfil, Kebab, Cuscus and some desserts and so on. Arabs have an attachment to the beverages. This is not because they live in desert climates, but because they follow Islamic rule, which prevents many of them from drinking as Muslims. It is easy to see how the Arabs have enjoyed beverages from the name of Mocha coffee, which we enjoy drinking. The name of Mocha coffee is derived from the name of the port of Yemen. In the past, Yemen has accounted for most of the world coffee export. Finally, this paper will study about Halal and Haram culture in the Arab food focusing on the meat and alcohol. In the Arab world, there are foods that should not be eaten, including pork, dog meat, animal blood, and Non-slaughtered meat by the Islamic way. It is because Islam forbid eating pork in Qur'an 2: 173. The sale and consumption of alcohol is

strictly prohibited. In the Holy Qur'an, alcohol is specially designated for all Muslims as Haram. Therefore, in all foods, even instant food in grocery stores, the food is marked with Halal Certification. Especially for Muslims who live in countries other than Arab countries, Halal restaurants run by Muslim become the most important place for survival and exchange. The essential ingredient in every Arab meal is the hospitality and generosity.

KEYWORDS: Arab Food; Food Culture; Dining Etiquette; Islam; Halal; Haram

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Session of The Academy of Korea Hospitality & Tourism

18. AUGUST 2017 (FRIDAY)

- 1st Theme : Hospitality Industry, Room : 617

Time	Presenter(Author)	Title of Articles
	Moderator : Dr. Kwon, Bong-Heon, Baekseok University	
15:20 ~ 15:40	Chae, Sin-Suk (Inha Tech College)	The Influence of Workplace Incivility on Job Engagement, Organizational Commitment and Outcomes in Hotel Employees
	Discussant	Dr. Kim, Dong-Jin(Yeungnam University) Dr. Jang, Hyun-Jong(Baekseok University)
15:40 ~ 16:00	Kim, Hyun-Jung (Daegu University) Kim, Dong-Jin (Yeungnam University)	The Relationship among Risk Perceptions and Intention of Medical Tourism Abroad
	Discussant	Dr. Shin, Hyun-Sik(Halla University) Dr. Lee, Jung-Won(Shinhan University)
16:00 ~ 16:10	Coffee Break	
	Moderator : Choi, Byeong-Ho(Shinheung University)	
16:10 ~ 16:30	Lee, Kwang-Bae (Sunchon University) Mo, Soo-Won (Mokpo University)	Analysis of Visitors to Yeosu Odongdo: Shift-share Analysis
	Discussant	Dr. Oh, Jeong-Keun(Hanyang University) Dr. Choi, Hyun-Jung(Baekseok University)
16:30 ~ 16:50	Bae, Joon-Ho (Halla University)	A study on the influence of information characteristics of TV cooking program on its information acceptance and dietary change
	Discussant	Dr. Jeon, Hyun-Mo(Dongguk University) Dr. Kim, Sung-Hoon(Korea Tourism College)
16:50 ~ 17:10	Kim, Ju-Hi (Sejong University) Cho, Jae-Geun (Mayfield Hotel School)	The effect of employees' schedule flexibility and Ego-Resilience on Job Satisfaction and Job Performance
	Discussant	Dr. Lee, Sang-Woo(Semyung University) Dr. Kim, Beom-Jin(Gyeongju University)

18. AUGUST 2017 (FRIDAY)

- 2nd Theme : Tourism management Industry, Room : 616

Time	Presenter(Author)	Title of Articles
	Moderator : Dr. Oh, Seok-Yoon, Far East University	
15:20 ~ 15:40	Kim, Won-Jin (Sohae College)	Tourism Development for Cave Diving at Limestone Zone
	Discussant	Dr. Han, Hak-Jin(Hannam University) Dr. Kim, Yong-Il(KNTO)
15:40 ~ 16:00	Oh, Jeong-Keun (Hanyang University) Lim, Hyung-Taek (Sunmun University)	A study on the perception change of tour guide : focused on content analysis through media
	Discussant	Dr. Bae, Joon-Ho(Halla University) Dr. Choi, In-Mook(Kwangju University)
16:00 ~ 16:10	Coffee Break	
	Moderator : Seo, Kwang-Yeol(Catholic Kwandong University)	
16:10 ~ 16:30	Han, Sang Phil (Sejong University) Cho, Mun-Sik (Semyung University)	A Study on The Campsites Selection Attribute and Participation Benetit, Satisfaction
	Discussant	Dr. Kim, Maeng-Jin(Baekseok Arts University) Dr. Kim, Beom-Jin(Gyeongju University)
16:30 ~ 16:50	Jeong, Wook (Sejong University)	Development of Hotel-Mentoring Function Index (H-MFI) for employees
	Discussant	Dr. Kim, Jin-Young(Dongseoul University) Dr. Lee, So-Young(Chungwoon University)
16:50 ~ 17:10	Yoon, Jin-Young (Korea Tourism College) Lim, Hye-MI (KNTO) Lee, Jae-Hyoung (Sangji University)	The Influence of Tourism Attraction Factors for Traditional Market on Visit Attitude and Visit Satisfaction
	Discussant	Dr. Lee, Jin-Young(Sangji University) Dr. Yoon, Dae-Gyun(Saekyung College)

The Influence of Workplace Incivility on Job Engagement, Organizational Commitment and Outcomes in Hotel Employees

*Sin Suk Chae**

ABSTRACT

Although workplace incivility has been found to negatively impact individual and organizational performance and interfere with the creation of a civil and respectful workplace, the phenomenon has been largely overlooked by the field of human resource development (HRD). This article reviewed the workplace incivility literature to provide a better understanding of the characteristics, prevalence, trends, causes, and impacts of this phenomenon in contemporary workplaces. The review indicates that workplace incivility frequently occurs and is harmful; however, it is generally not well understood and accordingly not recognized as an issue needing attending. The authors further provide HRD practitioners some guidelines that may assist them in identifying and dealing with uncivil behaviors at work and ultimately bringing out the desired individual and organizational performance.

Specifically the aim of this research is to investigate the work incivility as it is perceived by hotel food and beverage employees and to examine the effects of the perceived work incivility on job engagement, Organizational commitment and outcomes(counterproductive work behavior and turnover intention). Data will collect from hotel food and beverage employees at 10 five star hotels in Seoul. A total of 250 samples is finally will use for the analysis. The statistical tools to be undertaken this research is frequency analysis, confirmatory factor analysis and discriminant validity analysis using the statistical package of SPSS(18.0) and AMOS(18.0).

KEY WORDS : workplace incivility; work engagement; organizational commitment, counterproductive work behavior; turnover intentions.

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The Relationship among Risk Perceptions and Intention of Medical Tourism Abroad

Hyun Jung Kim · Dong Jin Kim***

ABSTRACT

As medical expenses rise steeply, patients in the developed countries such as US are looking for alternatives for their medical treatments. In fact, travel overseas for medical purposes is becoming a way of life for many US residents. Even though medical tourism is a relatively new concept in the field of tourism, its is perceived as on of the fastest growing segments in tourism worldwide. This study developed a theoretical structural model to examine the effects of seven types of risk perceptions (i.e., performance, financial, social, psychological, time, physical and legal perceptions) and overall risk perception on the intention of medical tourism abroad. Data were collected from US residents who had interests in travelling foreign countries to obtain medical treatments. The proposed model was analyzed using the LISREL software. The results showed acceptable model fit indicating risk perceptions have influences on the intention to travel abroad for medical treatments. Theoretical contributions and practical implications are discussed accordingly

KEY WORDS : medical tourism; risk perception; overall risk; intention to travel abroad

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Analysis of Visitors to Yeosu Odongdo: Shift-share Analysis

*Kwang Bae Lee**, *Soo Won Mo***

ABSTRACT

This paper aims to estimate tourists demand and decompose changing visitors to Odongdo using OLS (Ordinary Least Square) and shift-share analysis. The OLS regression shows that visitors to Odongdo are not sensitive to economic condition, but are greatly affected by 2012 Yeosu EXPO, global financial crisis, and Sewol Ferry Disaster. The shift-share analysis shows that three mountain national parks have positive value, which suggests that the growth of visitors is faster than the average of national growth. The remaining five mountain national parks have negative value, which means the growth of visitors is slower than the average of national growth. Odongdo also has positive competitive effect over all its neighboring regions, meaning that it is increasing tourists inflow from a certain region faster than its competitors, and has a competitive advantage over all of its neighboring mountain national parks. To the contrary, the neighbor-national sectoral shift effect shows that all of four marine national parks have positive value while Odongdo has negative competitive effect over all its neighboring marine national parks.

KEY WORDS : service shift-share analysis; competitive advantage; industrial mixed effect; national growth effect, national park

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A Study on the Effect of Marketing Communication on Brand Equity and Relationship Quality in Family Restaurant

*Joon Ho Bae**

ABSTRACT

The purpose of the study is to analyse the effect of marketing communication on brand equity and relationship quality in family restaurant. The questionnaire was administered to 350 visitors of family restaurants. A total of 260 questionnaires were used for the final analysis, excluding incomplete and unfaithful data. SPSS and AMOS statistical software packages were used to execute frequency analysis, reliability analysis, confirmatory factor analysis, correlation analysis, and structural equation modeling analysis. The results of hypotheses testing are as follows. First, words of mouth and sales promotion have positive influence on all elements of brand equity, but publicity has positive influence on brand image only. Second, brand image and brand value have positive influence on trust, but brand awareness has not positive influence on trust. Third, visitors' satisfaction is positively affected by all elements of brand equity.

KEY WORDS : Family Restarant; Marketing Communication; Brandy Equality; Relationship Quality

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The effect of employees' schedule flexibility and Ego-Resilience on Job Satisfaction and Job Performance

Ju-Hi Kim · Jae-Geun Cho***

ABSTRACT

This research presents us business which is the employees' schedule flexibility in the airline industry. It is important that employees' schedule Flexibility influence organizational effectiveness: job Satisfaction, job performance. Nevertheless, there were not many previous studies based on airline flight attendants, personal social service providers. In this regard, this study tries to investigate the relationship between airline flight attendants' schedule flexibility and organizational effectiveness such as job satisfaction and job performance. In addition, it aims at researching its effect on job satisfaction in relationship between schedule flexibility and job performance. The findings can be summarized as follows: First, schedule flexibility has a positive effect on job satisfaction and job performance. Second, ego-resilience has a positive effect on job satisfaction and job performance. However, job satisfaction did not effect job performance significantly. This study has shown no link between schedule flexibility of airline flight attendants and their job performance. Based on these results, this study will provide insights on the influence of airline flight attendants' schedule flexibility in hospitality industry as well as study limitations and future research directions.

KEYWORDS: Schedule Flexibility, Ego-Resilience, Job Satisfaction, Job Performance

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A study on the perception change of tour guide: focused on content analysis through media

Jeong-Keun Oh, Hyung-Taek Lim***

ABSTRACT

Tour guide in Korea tourism industry used to be unmentioned even though tourist satisfaction on tourism preparations to receive is based on the role of tour guide who is service touchpoint. Despite the quantitative growth in Korea inbound tourism, it presented problems in terms of qualitative growth. Especially, nowadays Korea inbound tourism market is not optimistic because Chinese tourists'decrease by the deployment of THAAD anti-missile systems, the Japanese tourists'decline and slowdown of revisit rate in the general inbound market. In this situation where consciousness of crisis in Korean inbound tourism market come to the fore and qualitative improvement is required, this study tries to draw systematic, strategic and academic implications of governmental, industrial and academic circles after comparative analysis regarding to social perception change on tour guide by the stream of time using content analysis through media.

KEY WORDS : tour guide; perception change; media; content analysis

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A Study on The Campsites Selection Attribute and Participation Benefit, Satisfaction

Sang Pil Han, Moon Sik Cho***

ABSTRACT

The subject of this research is limited to the campers at Woraksan National Park Dodonjae campsite, located in Chungcheongbuk-do Jae-cheon and the questionnaire was distributed to 320 people of campers. the research was held for 1 months from July 2016. among 320 customers, 20 refused to answer and 300 participated in the survey. as the method of survey analysis, the researchers have visited the camping site during the research period, explained the objects of the research, asked the answer in self-assessment method and collected the paper immediately after the survey. with the exception of non-response and dishonest answers, the rest of 292 papers were selected as the object of the research. IBM SPSS 20.0 was used to analyze the data. the major statistic analysis methods were categorized into frequency, key factors, reliability, multiple regression and the result of the research are as following. The camping site selection attributes were significantly influenced by participation benefit and the relationship between participation benefit and camper's satisfaction are testified.

KEY WORDS : campsites selection attribute; participation benefit; satisfaction

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Development of Hotel-Mentoring Function Index(H-MFI) for employees

*Wook, Jeong**

Abstract

Studies today that apply the mentoring function to most hotel organization make use of the index having been developed by Noe(1988). but applying this index to the hospitality industry that takes on different characteristics is not suitable, since the index was devised for general business. hence, a study on development of the mentoring function index that reflects the characteristics of the hotel organization is required. In order to complement the existing mentoring function index on the basis of those research backgrounds and necessities, this study intends to develop the mentoring function index reflecting afresh the characteristics of hotel organization(H-MFI) through delphi method and actual analysis. so, to achieve that purpose, this study conducts literature reviews on studies concerning mentoring, forms a concept toward mentoring function and deduces limitations and misuses of the existing mentoring function index. through the selection of five each expert from academia and business, delphi method is conducted and then H-MFI is devised. first to confirm the practical validity, a survey targeting members of the five star hotels in metropolitan area and an actual analysis are conducted. based on the collected data, the exploratory factor analysis is conducted and following 5 sub-factors are abstracted: career manage function, career develop function, social · psychological function, career role-model function and social role-model function. and then the validity of index construction is secured through verification of 1st order · 2nd order confirmatory factor analysis(CFA) and discriminant validity. continually, causality of H-MFI and Organizational commitment is verified. this study suggests the two academic

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implications: first, this study present the theoretical foundation to follow-up related studies by developing the mentoring function index that reflects the characteristics of hotel organization. second, by proving the causality between constituents factors of mentoring function, more theoretically systematized study design becomes available. on the basis of those research findings, follow-up related studies will be able to contribute to the resolution of human resources issues within the hotel organization, by deducing even more profound and specific research findings.

Keywords : hotel, mentoring index, index development, human resource management

The Influence of Tourism Attraction Factors for Traditional Market on Visit Attitude and Visit Satisfaction

*Jin Young Yoon**, *Hae Mi Lim***, *Jae Hyung Lee****

ABSTRACT

The purpose of the study was to investigate the influence of Tourism attraction factors for traditional market on visit attitude and visit satisfaction based on the real survey data from 200 students are majoring in tourism at Seoul and Gyeonggi-do who were visited the traditional market in Seoul and Gyeonggi-do.

By the result, tourism attraction factors for traditional market were revealed six sub factors : cultural factor, environmental factor, social factor, educational factor, accessibility factor, economical factor. Second regarding of the relation between tourism attraction factors for traditional market and attitude, all the sub factors were influenced on attitude. Among tourism attraction factors for traditional market, environmental factor and social factor, accessibility factor, economical factor were positively influenced on visit satisfaction. But cultural factor and educational factor were not on positive but negative. Third Among tourism attraction factors for traditional market, environmental factor and social factor, economical factor were positively influenced on visit satisfaction. But educational factor was on negative.

Finally, attitude was positively influenced on visit satisfaction.

Through the result, the important positive factors of traditional market near urban were social, environmental, economical factors on positive attitude and satisfaction, not cultural, educational factors. I recommend the post studies must consider about the traditional market's attraction as their various function and location.

KEY WORDS : tourisn attraction factors; traditional market; attitude, satisfaction

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