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# **Book of Abstracts Proceedings**

## ***Osaka February 2024 International Conference on “Business, Economics, Social Science & Humanities”***

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*Osaka February 2024*  
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- Inclusiveness and affirmative action
- Promoting the academic and research ethics
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- Compliance with higher standards of research ethics
- Nurturing and sponsoring positivity in all areas of conduct
- Transparency and trust in all means of conduct



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**Dr. Adrina**

“AF RESEARCH CENTER” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the Society For Business, Economics, Social Science & Humanities, Society For Engineering & Technology, Computer, Basic & Applied Sciences, Medical, Medicine & Health Sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let's get over all sorts of discrimination and take a look at the wider picture. Let's work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Adrina



**TRACK A**

**BUSINESS, ECONOMICS, SOCIAL SCIENCES AND  
HUMANITIES**



# THE CONCEPT OF JIHAD IN ISLAM ACCORDING TO ALI ABUZURAYK'S MAN BETWEEN NATURE AND RELIGIONS

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This paper examines the concept of jihad in the thought of 'Alī Abū Zurayk (Abuzurayk) as presented in his book *Man Between Nature and Religions* (2022). In this paper, I summarize and evaluate Abuzurayk's account of jihad and its role in Islam, including the different types of jihad and their relationship to principles of justice and human rights. Abuzurayk's book argues that the role of Islamic jihad is intended only for defensive purposes and for the protection of the weak and oppressed and that it rejects any form of aggression and violence towards others for any reason other than protection and defense. Abuzurayk's account of the centrality of community to religions is supplement by his account of the nature of jihad as it was practiced by Prophet Muḥammad and his first two successors, Abū Bakr and 'Umar. During the time of the Prophet and the first two Caliphs, jihad was authorized for specific purposes. These purposes included the liberation of Arab lands that were under Roman and Persian occupation, as well as the establishment of a state for the Arabs as a united nation which is able to defend itself. In contrast, Abuzurayk argues that the third Caliph, 'Uthmān, had a different understanding of the nature of jihad. During the era of 'Uthmān and his successors, jihad took on an expansive political meaning known as fatiḥ or 'conquest' for the spread of Islam. This led to a departure from the defensive nature of jihad as initially practiced by Prophet Muhammad and his early successors.

**Keywords:** *Jihad, Abuzurayk, Islam, Religion, Arabs*

# CERTIFICATION OF HALAL MEAT: EXPLORING THE MANAGEMENT & PRODUCTION ENVIRONMENT IN MALAYSIA AND AU

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This study explores the administration, mechanisms, and challenges of the certification process of halal meat in Malaysia and Australia to provide a compilation of guidelines and insights on how halal meat is certified and monitored in both countries. This study adopted qualitative method where the data was acquired through doctrinal study and semi-structured interviews with representatives of related halal agencies in Malaysia and Australia. The data collection was guided by structured variables that included visits to the slaughterhouses, processing facilities, and retailers to verify adherence to halal standards. The collected data were analysed using thematic analysis to answer question aroused in this study. The finding indicated that exportation of halal meat products must adhere to stringent certification processes provided by the authority. Halal mark identification applied by the Australian Government for halal meat is essential to securely monitoring the exportation of the meat to the importing country. The findings present valuable information to the monitoring agency in formulating plans and policies to strengthen the control over halal meat activities for importation. One of the limitations of the study was the cultural differences between both countries. By addressing challenges such as diverse interpretations and ensuring strict adherence to halal practices, Malaysia and Australia continues to solidify their position as trusted provider of halal meat in the global market.

***Keywords: Australia, Administration of Halal, Halal Meat, Halal Certification, Production Environment***

# **AN EMPOWERMENT MODEL OF ISLAMIC CROWDFUNDING BASED CHARITY TO OPTIMIZE MICROFINANCING FOR SMEs**

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Crowdfunding can be used as an alternative financing tool for small and medium-sized enterprises in Malaysia. Since the population in Malaysia is dominated by Muslims, Islamic crowdfunding has become a solution to support community participation in developing businesses. The general aim of this study is to provide theoretical discussions of the concept of Islamic crowdfunding-based charity and the development of Islamic crowdfunding by providing an alternative Islamic crowdfunding-based charity model that may work in more efficient and effective ways to optimize microfinance, especially for poor entrepreneurs involved in the early stages of businesses. By using a qualitative approach, it was found that crowdfunding has been employed in various models, including hibah, qard hassan, cash waqf, and murabahah, by using Shariah-compliant contracts. It is found that all the Islamic microfinancing approaches have a positive impact on the monetary circulation in society and help SMEs overcome their financial situation. Moreover, Islamic crowdfunding can reach a wider community, is not limited by geography, and mobilize wealth. This research finds that the concept of the Islamic donation-based crowdfunding platform model is expected to support financing Islamic charity for microentrepreneurs who currently have limited access to financial services in Malaysia.

***Keywords: Cash-Waqaf, Islamic Crowdfunding Based Charity, Islamic Microfinancing, Hibah, , Murabahah, Qard Al-Hassan***

# **BEYOND HOPES, BEYOND CURES: A PROPOSED MALAYSIAN REGULATORY FRAMEWORK FOR SOMATIC GENE THERAPY IN HUMAN**

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Gene therapy has often been derided for its adverse effects but is now gaining traction again after setbacks caused by serious side effects 20 years ago. As somatic gene therapy (SGT) pipelines expand rapidly in recent years, significant unmet medical needs can be addressed through gene therapy. It has experienced a renaissance over the past five years when SGT has shown remarkable efficacy against cancer and genetic diseases. Despite the great promise of somatic gene therapy (SGT), there are risks, ethical challenges, and legal considerations involved in its implementation. On this basis, this study aims to (i) describe Malaysia experience on conducting SGT clinical application (ii) examine the adequacy of existing regulatory framework for somatic gene therapy in human (iii) proposes the legal framework overarching SGT. It will examine the possibility of adopting other regions' laws which have been pioneers in gene therapy to develop Organization Logo future legal provisions based on our country's customary beliefs. A qualitative approach is employed in this study by utilizing primary and secondary data. This study adopts doctrinal legal analysis by referring to the statutory provisions and legislations. Purposive sampling of selected experts was included in primary data collection. A semi-structured interview was conducted with medical experts with clinical experience in somatic gene therapy, government representatives, and Shari'ah experts. Findings indicate that Malaysian legislation governing SGT is crucial and should be drafted accordingly to ensure safety and efficacy.

***Keywords: Somatic Gene Therapy (SGT), Gene Therapy Products, Clinical application, Malaysian Regulatory Framework, Legal issues***

## DIMENSION OF FAMILY WELL-BEING DURING DISASTER

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During a disaster or emergency situation, the well-being of a family becomes critical. There is strong evidence demonstrating the short and long-term impacts of disasters on the physical, emotional, psychological of family wellbeing especially among children and youngsters. Most disaster survivors will recover without the need for specific support, while some need post-disaster interventions to provide support and reduce the risk of serious problems aroused. For that, family well-being is very important to be sustained to reduce the impacts of disaster. This is because the restrictions and challenges from disaster can have various impacts on the physical, emotional, and psychological aspects of family members. Such problem has prompted for this study to be conducted in order to examine the well-being of families during the disaster. COVID 19 pandemic that started in early 2020 is chosen in this study as the pandemic had impacted families globally in many aspects of life. Family well-being particularly had been disturbed from the state of being prior to the pandemic This study adopts quantitative method through survey. Questionnaire sets consisting nine dimension of family well-being were distributed to 276 targeted respondents via on-line as the physical movement was non-advisable at the time of data collection. The population of the study is families who are residing in Klang valley, one of the industrial areas of high population density in Malaysia. The collected data were then processed and analysed descriptively and analytically to see the state of family well-being during such disaster. Finding of the study implied that the overall respondents are not badly affected by the disaster. They can cope well with all the problems and challenges. This shows that by fostering a sense of togetherness, flexibility, and resilience, families can navigate the challenges of the situation and emerge from the disaster with their well-being intact.

**Keywords:** *Disaster, Family well-being, Covid 19*

# UNLOCKING TRUST: A CROSS-BORDER EXPLORATION OF CONSUMER CONFIDENCE IN HALAL AUTHORITY BETWEEN MALAYSIA AND BRUNEI

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Compliance with halal standards in processing, logistics, storage, and distribution plays a crucial role in determining halal integrity, an essential component of a sustainable halal food supply chain within the context of halal food security. Recognizing this, the government has undertaken efforts to safeguard the religious dietary practices of Muslims, particularly evident in the case of Malaysia's halal authority, the Department of Islamic Development Malaysia (JAKIM), and The Halal Food Control Division of the Syariah Affairs Department under the Ministry of Religious Affairs (MoRA) of Brunei. However, due to recent halal-related issues in the country, consumers have begun questioning the credibility of these authorities in managing the halal certification process. These cases have raised concerns among Muslim customers, as instances of certified halal products being found non-compliant with halal criteria, including contamination with non-halal substances, have come to light. Consequently, this study aims to investigate consumers' awareness of the halal issue, assess the trust levels of Malaysian and Bruneian consumers in the reliability of their respective halal authorities, and identify the key factors influencing trust levels. To achieve these objectives, primary data were collected through a structured questionnaire distributed among 300 Muslim adults from both countries, and the analysis was conducted using descriptive and factor analysis methods.

***Keywords: Trust, Integrity, Halal authority, Muslim Consumer***



# THE MANIFESTATION OF CULTURAL POSITIVITY PATTERNS: MODELS FROM PRE-ISLAMIC POETRY

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Pre-Islamic poetry is like gemstone vase, and every time you ponder it, these gems become more twinkling and brilliant. These gems need a skillful lapidary to remove the dust so that they make them shiny and well- organized in a precious necklace. Nowadays, there are prevailing positivity concepts in the Arab society which Arabs used to reflect during the pre-Islamic period and these concepts represent the social values and ethics shown by those well-behaved people. This provides concrete evidence that the people belonging to that era enjoyed a high level of delicate competence and fine natural intuition. They behaved spontaneously reflecting their simple lives because they were surrounded by vast deserts representing very wild neighborhood and a huge space that is full of stars. This natural setting motivated them to have contemplation that is full of nobility, humanity, and tolerance. The researcher found that the Arabs of the Pre-Islamic era showed a great deal of Cultural Positivity in many aspects of their lives and at the same time ignored and demoted negativity. Moreover, they maximized and valued all positive events even if they were small and insignificant because of their complete self-satisfaction and convergence with all elements of nature properly. It was also found that Arabs were able to be positive in different aspects such as vision, intellectual modes due to their familiarity with the environment. In this paper, I will discuss the theme of cultural positivity as a concept and poetic instance, and then I will select three concrete examples of this type of positivity. First, we will present examples on an Arab poet standing at ruins and talking to them. In this situation, he would externalize the acceptability and love of life with all natural reflections such as rain, plants, and animals. Second, based on the poet's discourse, there is a tendency by those poets to avoid generalizations and to produce self-contained speeches. Third, the researcher found that a part of the positive characteristics the Arabs used to have been that strong interaction between them and their animals due to their combinations and familiarities with those animals. This was represented in how the poets used to take care of them and talk to them. To conclude, the idea of positivity was dominant in the pre-Islamic poetry, and it was a marking property displayed by the Arab intellectuals, i.e., poets. Moreover, it is important to admit that these models of positivity do not negate the possibility of having the opposite image.

**Keywords:** *Manifestation, Models, Pre-Islamic Poetry*

# GREEN SYNTHESIS OF NIO-COO NANOCOMPOSITES AND ITS ANTIBACTERIAL ACTIVITY

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Pre-Islamic poetry is like gemstone vase, and every time you ponder it, these gems become more twinkling and brilliant. These gems need a skillful lapidary to remove the dust so that they make them shiny and well-organized in a precious necklace. Nowadays, there are prevailing positivity concepts in the Arab society which Arabs used to reflect during the pre-Islamic period and these concepts represent the social values and ethics shown by those well-behaved people. This provides concrete evidence that the people belonging to that era enjoyed a high level of delicate competence and fine natural intuition. They behaved spontaneously reflecting their simple lives because they were surrounded by vast deserts representing very wild neighborhood and a huge space that is full of stars. This natural setting motivated them to have contemplation that is full of nobility, humanity, and tolerance. The researcher found that the Arabs of the Pre-Islamic era showed a great deal of Cultural Positivity in many aspects of their lives and at the same time ignored and demoted negativity. Moreover, they maximized and valued all positive events even if they were small and insignificant because of their complete self-satisfaction and convergence with all elements of nature properly. It was also found that Arabs were able to be positive in different aspects such as vision, intellectual modes due to their familiarity with the environment. In this paper, I will discuss the theme of cultural positivity as a concept and poetic instance, and then I will select three concrete examples of this type of positivity. First, we will present examples on an Arab poet standing at ruins and talking to them. In this situation, he would externalize the acceptability and love of life with all natural reflections such as rain, plants, and animals. Second, based on the poet's discourse, there is a tendency by those poets to avoid generalizations and to produce self-contained speeches. Third, the researcher found that a part of the positive characteristics the Arabs used to have been that strong interaction between them and their animals due to their combinations and familiarities with those animals. This was represented in how the poets used to take care of them and talk to them. To conclude, the idea of positivity was dominant in the pre-Islamic poetry, and it was a marking property displayed by the Arab intellectuals, i.e., poets. Moreover, it is important to admit that these models of positivity do not negate the possibility of having the opposite image.

**Keywords:** *Manifestation, Models, Pre-Islamic Poetry*

# A CONJOINT ANALYSIS APPROACH TO DESIGNING REMEDIAL STRATEGIES FOR AIRLINE OVERBOOKING

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This study explores how airlines can apply artificial intelligence technology to resolve issues of overbooking. Given that overbooking is a common occurrence in the aviation industry, this research employs conjoint analysis to deeply analyze the issue of overbooking and the resulting service errors, proposing practical and feasible solutions. To comprehensively understand the complexity and diversity of the issue, the study utilizes conjoint analysis techniques within multivariate statistical analysis. Based on the statistical analysis of 371 valid samples, the study finds that men are more inclined than women to support the decision-making authority of artificial intelligence. The results of the conjoint analysis indicate significant differences in the importance attributed to various service remediation factors by respondents in overbooking scenarios, with the “compensation aspect” surpassing the “apology aspect” in importance. Among the various remediation strategies, “offering alternative flights and providing discount coupons” is seen as the most crucial strategy, highlighting that compensation methods involving tangible benefits have a significant impact on consumers. The findings of this study provide reference information for airlines on how to use artificial intelligence technology to develop effective remediation strategies in the event of service failures caused by overbooking.

***Keywords: Joint Analysis, Overbooking, Service Failure, Recovery Strategy, Artificial Intelligence***

# A PRACTICAL DISCUSSION IN THE GUOPING COMMUNITY ON THE IMPACT OF CROSS-DOMAIN INTERACTION ON COMMUNITY OPERATION IN SUSTAINABILITY

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Decades of community development implementation in Taiwan have been characterized by policies aimed at empowerment, such as the Community Development Work Instruction and Community Renaissance. However, the sustainability of operations remains a challenge for communities, especially in light of the global issue of population aging, which has resulted in a decline in rural populations and an increase in the average age of community members. In response to this situation, numerous studies have addressed sustainable development and population aging. This study validates the impact of intergenerational interaction within the community, which has positive effects on the health of seniors and contributes to the functioning of the community and social engagement. The practice not only contributes to sustainable development but also provides insight into population aging. Based on the implementation, the community started sharing information on cross-domain interaction, establishing a connected network between the community and local groups. The examination of the results provides a framework for sustainable development in urban and rural areas.

***Keywords: Sustainable development, Regional development, Community development, Population aging, Active aging***



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