

---

## Contents

---

Vol. 10 No. 1	March 2025
<b>1. Alternative Food Purchase Intention with Moderating Role of Health Consciousness: Perspective from Non-Working Housewives</b> <i>Jessica Xi-Yi Lee, Chee-Hua Chin, and Mung-Ling Voon</i>	<b>1 – 18</b>
<b>2. Exploring Common Errors, Challenges, and Strategies of Solving Limits in Calculus</b> <i>Nor Hazizah Julaihi</i>	<b>19 – 38</b>
<b>3. Innovative Waste Management in the Malaysian Construction Industry: Challenges and Strategic Approaches</b> <i>Mohd Arif Marhani, Muhammad Haziq Abd Rahim, Raja Rafidah Raja Muhammad Rooshdi, Noor Akmal Adillah Ismail, and Shaza Rina Sahamir</i>	<b>39 – 50</b>
<b>4. To Quit or Stay? Determinants of Employee Turnover in the Solar Industry in a Developing Country</b> <i>Kai-Lu Wong, Andy Peng-Lin Lau, Chong-Yang Sim, and Tze-Yin Lim</i>	<b>51 – 65</b>
<b>5. Qualitative Investigation of Employee Efficacy on Sustainable Work Performance in Oil Palm Plantation</b> <i>Liana anak Anggak, Benedict Linang, and Su Sueh Ing</i>	<b>66 - 86</b>
<b>6. Driving Sustainability in Fashion: Examining Apparel Purchasing Behaviour in an Emerging Market</b> <i>Jagathiswary Ravichandran, Choi-Meng Leong, Tze-Yin Lim, Bibiana Chiu Yiong Lim, and Chorng-Yuan Fung</i>	<b>87 – 105</b>
<b>7. Bridging Cultures: A Case Study on the Assimilation Dynamics in Mixed Marriages Between Malays and Non-Malays in Sarawak</b> <i>Ceaser Dealwis, Aiza Bte Johari, Affidah Bte Morni, and Adib Sarkawi</i>	<b>106 – 120</b>
<b>8. Fostering transparency, driving value creation and advancing SDGs: A review of integrated reporting</b> <i>Chia Hua Sim, Muhammad Hafiz Muhammad Hisham, and Kevin Jan Sian Voon</i>	<b>121 – 135</b>
<b>9. The Double-Edged Sword of Convenience: Decoding Youth Intentions to Embrace Buy-Now-Pay-Later in Sarawak</b> <i>Ting Irving Shou Hui, Ngian Ek Tee, Emame Narsa Farissa Binti Abdul Hamid, and Chin Chee Hua</i>	<b>136 - 156</b>
<b>10. A Preliminary Review of Artificial Intelligence Adoption in Human Resource Management: Evidence from Asia</b> <i>Chorng Yuan Fung, Suman Tiwari, and Kevin Jan Sian Voon</i>	<b>157 - 171</b>