

Contents

Vol. 10 No. 2

September 2025

1.	Extending the Theory of Planned Behavior: Entrepreneurial Intention Among Undergraduate Students in Sarawak, Malaysia <i>Brooklyn Robin, Jati Kasuma Ali, Malvern Abdullah and Dian Wahyuningsih</i>	1 – 13
2.	Arts Stream into Diploma in Science? Assessing Academic Viability through CGPA and PLO Attainment <i>Nor Hazizah Julaihi and Mohammad Isa Mohamadin</i>	14 – 25
3.	Job Satisfaction, Work Stress, and Individual Work Performance: Does transformational leadership style make a difference in their relationship? <i>Ellen Chung, Corina Joseph and Thadeus Ling Bartholomew Allu</i>	26 – 40
4.	A Conceptual Framework for Analysing the Effects of Religiosity and Self-Congruence on Halal Food Repurchase Intention in Muslim Gen Z Consumers <i>Mohamad Firdaus bin Mohamad Zaid, Jati Kasuma bin Ali, Ismailaili binti Ismail, Syahrul Hezrin bin Mahmud and Yolanda Masnita</i>	41 – 53
5.	Labour Market Imperfection: A Case Study of Graduate Underemployment in Malaysia <i>Siew King Ting and Sze Wei Yong</i>	54 – 73
6.	Exploring The Role of Environmental Awareness in Shaping Consumer Behaviour Towards Sustainable Practices <i>Noorain Mohd Nordin, Wei Loon Koe, Siti Daleela Mohd Wahid and Restu Fahdiansyah</i>	74 – 84
7.	Investigating the Effectiveness of a Business English Training Programme for Malaysian Government Executives <i>Lilly Metom, Saira Joe, Affidah Morni and Siti Huzaimah Sahari</i>	85 – 103

8.	Building Brand Image and Customer Satisfaction Among Female Patrons: Winning Formula for Boutique Fitness Centres in Malaysia <i>Diana Binti Ja'afar, Caroline Sandra Giang, Bibiana Chiu Yiong Lim, Brian Kee Mun Wong and Jasmine Ah Kiaw Phan</i>	104 – 129
9.	Cuisine as Cultural Heritage: Preserving Identity through Sarawak's Traditional Foods <i>Yugeetha Balan, Syed Syaquille Rafique, Jaydn Ting and Ng Ting Wei</i>	130 – 139
10.	The Challenges of Vegetable Production Through Fertigation for Smallholder Farmers in Sarawak: A Qualitative Study <i>Michellia Milloh Daniel, Abdul Rahman bin Saili, Norhayati Ahmed Sejali, Mohammad Zulfikar Kamil and Ahmad Shahir Abd Aziz</i>	140 – 160
11.	Linking Ecotourism Visit Categories with Conservation Challenges: A Scoping Systematic Literature Review of Sepilok Orangutan Rehabilitation Centre, Malaysia, and Komodo Island, Indonesia <i>Radieah Mohd Nor</i>	161 – 185
12.	Factors Influencing Malaysians' Intention to Participate in E-Waste Recycling <i>Izzah Az Zahra Ahmad., Amal A. M. Elgharbawy, Md Siddique Azam, Anis Najiha Ahmad, Anis Farihah Abd Aziz, Nurhusna Samsudin, Wan Syibrah Hanisah Wan Sulaiman and Noor Faizul Hadry Nordin</i>	186 – 204
13.	Comparing the Work Performance and Professionalism of Police Officers: Criminology vs. Non-Criminology Graduates and Their Theoretical and Managerial Implications in the Philippine Law Enforcement Sector <i>Kleiya Isles P. Octavio and Rowell P. Nitafan</i>	205 – 217