
Contents

Vol. 8 No. 2

September 2023

ISSN: 0128-3057

1. **The Innovative Business Model Design of Mugwort Industry Based on Grounded Theory** 1 – 16
Yali Ding, Muhammad Azman Ibrahim, and Lanlan Yang

2. **Assessing Students' Attitudes and Perception towards Statistics Subject** 17 – 42
Siti Hasma Hajar Binti Mat Zin, Rumaizah Binti Che Md Nor, and Siti Haslini Binti Zakaria

3. **The Application of Strategic Management in a Public Healthcare Service System** 43 – 58
Luo Jiaxiang, Fadilah Binti Puteh, And Sarina Binti Othman

4. **CFO Attributes and Corporate Risk Management: Evidence from Top 100 Firms in Malaysia** 59 – 80
Azra Tilai, Josephine Yau Tan Hwang, and Audrey Liwan

5. **Development of Sustainable Development Goals Disclosure Index for Higher Education Institutions** 81 – 110
Yussri Sawani, Corina Joseph, and Siow Hoo Leong

- 6. What Drive Investors to Invest in Socially Responsible Investment Sukuk? A Pilot Study** 111 – 138
Mohamad Rozain Abbas, Nurhazrina Mat Rahim, and Norli Ali

- 7. Feasibility and Challenges of Tik-Tok's Integration into Value Education** 139 – 160
Rui Liu, and Izaham Shah bin Ismail

- 8. Undergraduates Mathematics Achievement: Exploring the Students' Attitude, Self-Efficacy and Anxiety** 161 – 188
Nor Hazizah Julaihi, Ting Su Ung, Christina Eu Nguk Ling, and Chen Chee Khium

- 9. Tourism Analytics: Analysing Visitor Arrival Data for Tourism Industry in Sarawak** 189 – 208
Miko Chang May Lee, and Clifford Kueh Wei Chyi

- 10. "Belt & Road" International Education and Cultural Exchange in Higher Education in Malaysia Among Mainland Chinese Students** 209 – 228
Chengcheng Yang, Caesar Dealwis, and John Francis Noyan