

ENTERPRISE

DEPARTMENT OF BUSINESS MANAGEMENT, FFTP
UNIVERSITI TUN HUSSEIN ONN MALAYSIA



“An Overview on Several Legal Protections of Consumers in relation to the E-Commerce Transaction in Malaysia.”

During the pandemic disease that affects the whole of the world, we rely heavily on technologies to communicate, to do learning activities as well as doing online business transactions through e-commerce. Unfortunately, some may become the victims of the wicked and unscrupulous activities in the course of the transaction. Therefore, the purpose of this article is to give an overview of several legal issues/offences and legal protection related to e-commerce.

1. Information of the business entity on the Website

According to the Consumer Protection Regulations 2012, online business owners shall disclose on the website the basic information of the business. Accordingly, by virtue of Section 3(1) Consumer Protection (Electronic Trade Transactions) Regulations 2012, any person who operates a business to supply goods or services through a website or in an online marketplace shall disclose on the website where the business is conducted the information specified in the schedule. Any person who contravenes this regulation commits an offence according to Section 3(2) Consumer Protection (Electronic Trade Transactions) Regulations 2012 and punishable under Section 25 Consumer Protection Act 1999 Act 599 upon conviction of if such person is a body corporate, to a fine not exceeding two hundred and fifty thousand ringgit, and for a second or subsequent offence, to a fine not exceeding five hundred thousand ringgit; and if such person is not a body corporate, to a fine not exceeding one hundred thousand ringgit or to imprisonment for a term not exceeding three years or to both, and for a second or subsequent offence, to a fine not exceeding two hundred and fifty thousand ringgit or to imprisonment for a term not exceeding six years or to both.

2. The usage of other business information with the intention to commit fraud

In some cases, a person purposively misuses other business information such as the business registration number or goods description to deceive others or sell their counterfeit goods. This act can be categorised as an act of fraud with the intention to mislead other's beliefs. In this respect, Section 17 of the Contract Act 1950 defines fraud to include any of the following acts committed by a party to a contract or with his connivance or by his agent, with intent to deceive another party thereto or his agent, or to induce him to enter into the contract.

3. The goods shall correspond with the description

The other provisions of law protecting the rights of consumers in relation to the product can be seen in section 15 of the Sales of Goods Act 1957 i.e., the goods shall correspond with the description. Further, Section 16 (1) (a) provides for implied conditions that the goods must fit for its purpose.



**MR. MOHD ASMADI
BIN MOHD ANGSOR**
Lecturer, Department of
Business Management,
FPTP

Online consumers usually rely solely on the description of the goods or services stated on the advertisement. To cater for this scenario, Trade Descriptions Act, 2011 (TDA) was enacted. The Act aims to tighten trademark enforcement provisions by prohibiting false trade descriptions and false or misleading statements, conducts and practices in relation to goods or services, thereby protecting the interest of consumers. (Mirandah, 2012).

4. Contents allowed in the e-commerce website

Since the mode of business is online, this will involve a bulk of graphic advertisements, posters and virtual ads. Hence, the Communications and Multimedia Act 1998 regulates the multimedia and communications industry in Malaysia, including content applications service providers (such as website operators). This act prescribes the contents that are allowed to be displayed or can be promoted by e-commerce businesses.

In conclusion, there are still lacunae in the legislation to deal with e-buyers protection in a sale of goods contract. A comprehensive review of the Sale of Goods Act and the Consumer Protection Act with respect to the product quality provision should be conducted to include the purchaser's rights in the online purchase. The buyer's duty to be mindful of the purchasing of the products should be passed to the seller to be more careful in advertising their product in order to prevent misrepresentation when entering into the contract. Alongside, the Electronic Commerce Act 2006, Consumer Protection (Electronic Trade Transactions) Regulations 2012 and Trade Description Act 2011 have to be viewed in determining the duties and rights of sellers and buyers (Rabiatul, 2020).

Reference

1. Mirandah. (2012, January 27). Mirandah Connecting Asia. Retrieved from Legal Support: <http://www.mirandah.com/pressroom/item/325-trade-description-act-introduced/>
2. Rabiatul. (2020) The Rule of Caveat Emptor for E-Commerce Transaction in Malaysia. Journal of Law & Governance Volume 3 (No. 1) 2020:18-28.

Statute

1. Consumer Protection Regulations 2012.
2. Consumer Protection (Electronic Trade Transactions) Regulations 2012.
3. Communications and Multimedia Act 1998
4. Contract Act 1950.
5. Sales of goods Act 1957.
6. Trade descriptions Act 2011.



Hasanah @ Natasha Binti Yusof
Secretary, Information Technology
Centre
MBA Alumni (Batch 1)

COVID – 19: Tips for Staying Healthy

Who would have thought to be one of the Covid – 19's victims? It has never been crossed my mind that my family and I were part of Covid 19 close contact. My family and I have been confirmed positive for Covid - 19 in mid-December 2020, without symptoms.

The Covid - 19 pandemic that has hit the country in 2020 has a huge impact on our daily lives. We must comply with the new norms and adhere to the Standard Operation Procedure (SOP). This pandemic has had a profound impact on society. Working from home has been introduced in line with the new norm. The implementation of online Home Teaching and Learning (Pdpr) has also been introduced.

Like it or not, we all have to face this pandemic. However, the acceptance of everyone is different. I would like to share a few ways and methods so that we continue to stay mentally and physically healthy.

1. STRESS MANAGEMENT

Working from home and having Home Teaching and Learning (Pdpr) is not easy and could lead to chronic stress. Thus, we need to manage it wisely. Stress factors can also come from family members and surrounding. Some of the solutions are by doing exercise, listen to music, talk it out with a friend, family, eat a healthy diet, be mindful, laughter and get adequate good quality of sleep. Stress management is very crucial to prevent unwanted events such as extreme depression or worse, suicide.

2. A BALANCED HEALTHY DIET

Staying full time at home meaning that having full access to whatever is in the kitchen. Therefore, eating a healthy balanced diet is crucial to prevent inflammation. If we do not consume enough substance of nutritional food, we will fall sick. Choose foods rich in antioxidants and avoid processed foods. Go for anti-aging diet foods to help stay healthy and youthful. Some anti-aging foods are berries, garlic, nuts, yoghurt, legumes, olive oil, VCO, fish and leafy green vegetables. Avoid foods that contain gluten and dairy products for those with high levels of allergies. Vitamin C intake is important for maintaining health and prolonging life. Vitamin C is also crucially for brain development. Avoid white sugar from our diet. Excessive intake of white sugar in our diet will increase inflammation, which contributes to chronic diseases such as cancer, diabetes, high blood pressure, as well as accelerate the ageing process and reduce life expectancy.

3. HORMONAL IMBALANCE

Have we ever experienced morning fatigue, muscles pains as soon as we woke up? If the answer is yes, the reason could be an underactive thyroid gland meaning we have too little thyroid hormone (thyroxine) in our body, which makes us feel tired. This means that our hormones become imbalanced. What are the factors that caused the hormonal imbalance?

The symptoms will depend on which hormones or glands are not working properly and affected. As there's a broad range of symptoms that could signal a hormonal imbalance. Our hormones play an integral role in our overall health. As a result, having a hormonal imbalance will lead to diabetes, weight gain or loss, infertility, weak bones, and other problems. Thus, if we have a hormonal imbalance problem, the best way is to talk to endocrinologist, a hormone specialist, who will help us restore our hormonal imbalance.

4. PRACTICE INTERMITTENT FASTING (IF)

Do we always have the feeling of craving food to fill up our stomachs? We have no idea of what to do to handle the craving desire. The best answer is we can try to start by doing Intermittent Fasting. What is Intermittent Fasting all about? It is a simple practice eating pattern where we cycle between periods of eating and fasting. We are not consuming food for a period, but we still can drink plain water. Intermittent Fasting gives our intestines time to rest from working on non-stop food processing in our body. Intermittent Fasting is a popular health and fitness trend nowadays, with research to back it up and it helps in weight loss, improves metabolic health, and maybe even extend life span. Some benefits of the Intermittent Fasting are Fasting Improve Immune Regulation, Fasting Stimulates Cellular Autophagy, Fasting Improves Genetic Repair Mechanism, Fasting Improve Insulin Sensitivity, Fasting Help with Chronic Diseases, Helps to Heal Your Gut problems, Reduce Inflammation, Increase Growth Hormone, and You Become A Fat Burner. Below is the simple method or ways of doing Intermittent Fasting.

5. NUTRITIONAL SUPPLEMENTS AND VITAMINS

Have we ever experienced a situation where we still feel lifeless and lacking in energy even after eating? It happened because the food that we consume is not enough of the nutrients our bodies need. Apart from that, as we age the level and strength of our energy decreases especially when the age reaches 40 years and above. What do we need to do to cover the lack of nutrients to maintain good health? Our bodies need additional nutrients that are easily digested. Therefore, the intake of supplements and vitamins is highly recommended. However, we should see a doctor and get an accurate and appropriate prescription before we take any supplements and vitamins. This is important to avoid any complication and harm later if we choose the wrong supplements and vitamins.

Some dietary supplements can improve overall health and help manage some health conditions. For example, Vitamin C is perhaps the most popular supplement to protect against infection due to its important role in immune health. Vitamin C is vital for immune health. Supplementing with this nutrient may help reduce the duration and severity of upper respiratory tract infections, including the common cold. Calcium and vitamin D help keep bones strong, reduce bone loss and lower your risk for respiratory infections.

SUMMARY

Covid - 19 is real, and we must get used to living with it in our midst. Most important is to prioritise our health optimally to fight the disease. We are what we eat and the way we live our life. If we previously paid less attention to health care, then now is the time to change our lifestyle for the sake of long-lasting well-being. Our health is our wealth. Together we can make a difference. Stay healthy and stay safe everyone!

MBA Program Briefing - 21 February 2021 -

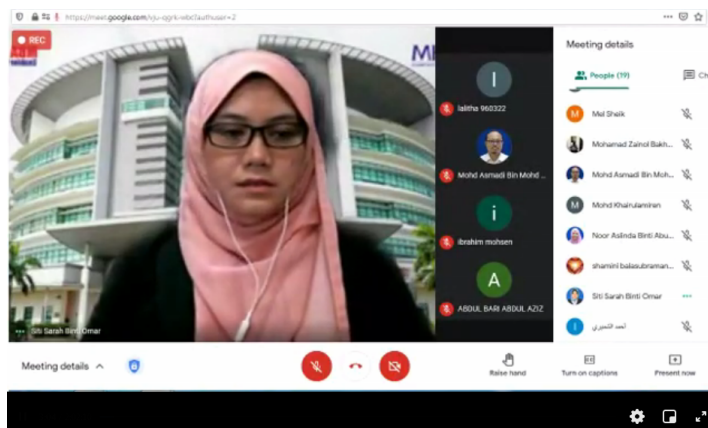


Find out more about
MBA Programme at:

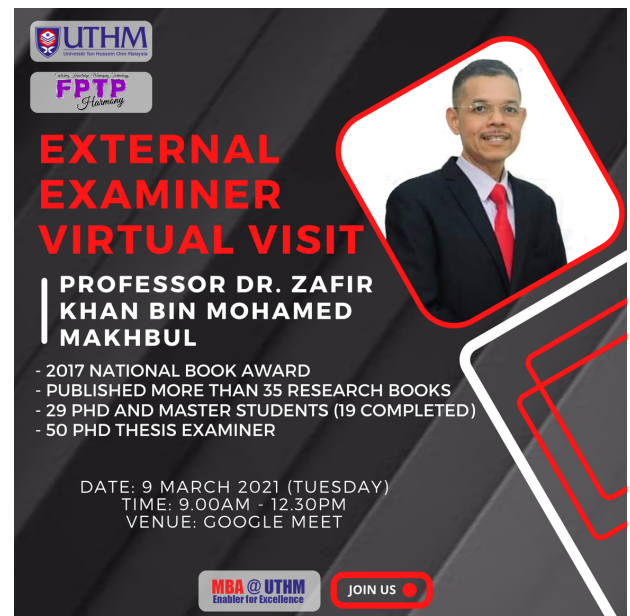
MBA@UTHM PROGRAMME BRIEFING

21st February 2021 | 2.30PM

- Google Meet Platform (meet.google.com/vju-qgrk-wbc)
- Facebook Live at MBA@UTHM Page



External Examiner Visit & "SUPERVISION TIPS AND TRICKS" Talk - 9 March and 11 April 2021 -



**EXTERNAL EXAMINER
VIRTUAL VISIT**

**PROFESSOR DR. ZAFIR
KHAN BIN MOHAMED
MAKHBUL**

- 2017 NATIONAL BOOK AWARD
- PUBLISHED MORE THAN 35 RESEARCH BOOKS
- 29 PHD AND MASTER STUDENTS (19 COMPLETED)
- 50 PHD THESIS EXAMINER

DATE: 9 MARCH 2021 (TUESDAY)
TIME: 9.00AM - 12.30PM
VENUE: GOOGLE MEET

MBA@UTHM Enabler for Excellence **JOIN US**



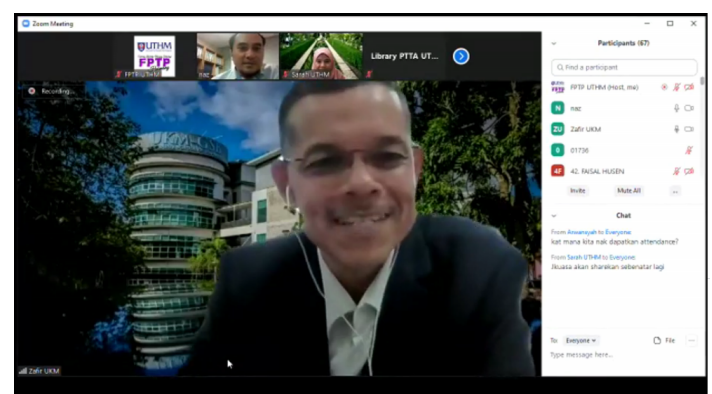
**PROFESSOR DR. ZAFIR KHAN
BIN MOHAMED MAKHBUL**

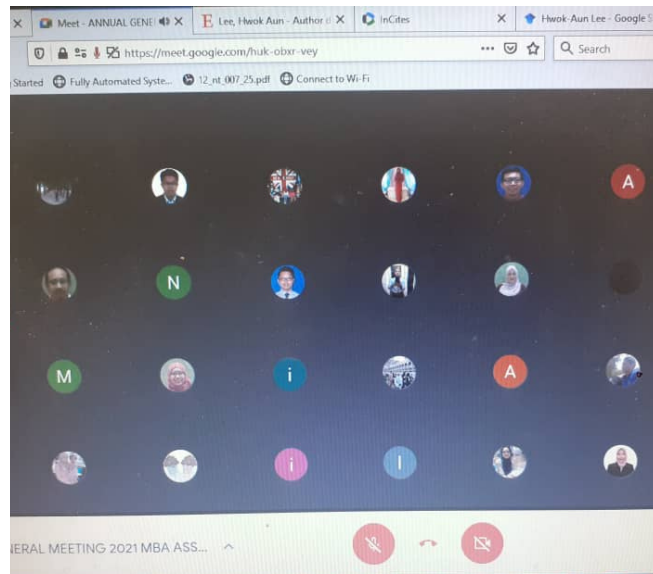
2017 National Book Award
Published More Than 35 Research Books
29 PhD and Master Students (19 completed)
Examiner for 50 PhD Thesis

SUPERVISION TIPS AND TRICKS

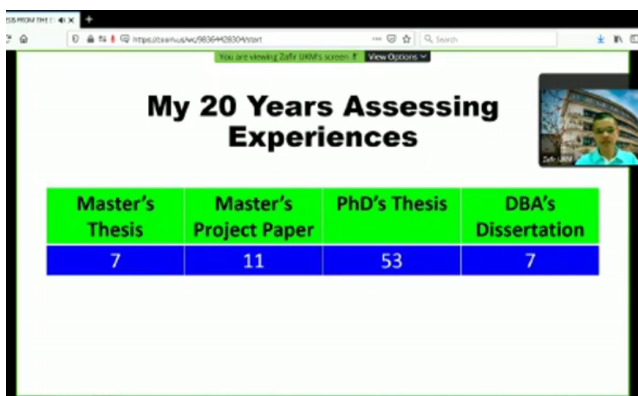
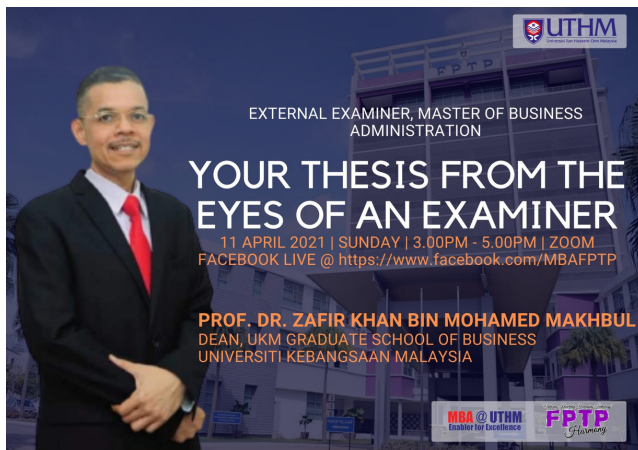
Date: 9 March 2021 (Tuesday)
Time: 2.30pm - 4.30pm
Venue: Zoom

FPTP Harmony
MBA@UTHM Enabler for Excellence



MBA Virtual Annual General Meeting - 28 March 2021 -

External Examiner Talk
"YOUR THESIS FROM THE EYES OF AN EXAMINER"
- 11 April 2021 -



INDUSTRIAL TALK 2021 "HR CHALLENGES DURING PANDEMIC COVID-19" - 20 June 2021 -



UTHM
Universiti Tun Hussein Onn Malaysia

MBA INDUSTRIAL TALK SERIES

Guest Speaker:
Mr. Samin Sibon
Human Resource Manager, Sharp
Manufacturing Corporation (M) Sdn Bhd

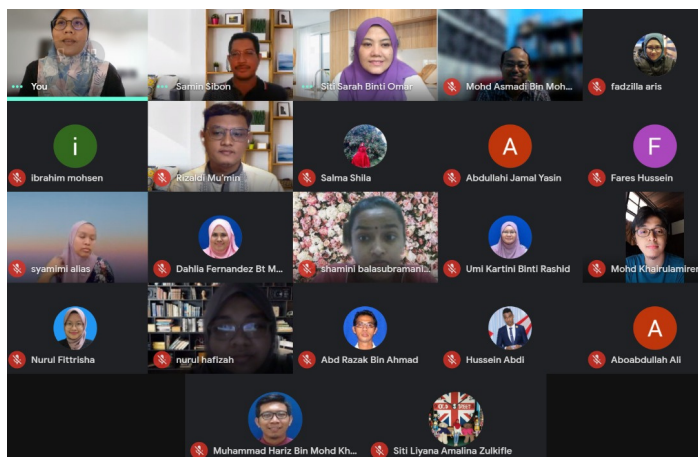
Moderator:
Nurul Fadzilla binti Mohd Aris
MBA Student Batch 11

**HR CHALLENGES DURING
PANDEMIC COVID-19**

20 June 2021 (Sunday)
(3.00pm – 5.00pm)
Link: meet.google.com/dxz-whjz-uhp

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Faculty of Professional Training



INDUSTRIAL TALK 2021 "SERVICE INVENTORY AND SUPPLY IN FACILITIES MANAGEMENT" - 20 June 2021 -



UTHM
Universiti Tun Hussein Onn Malaysia

MBA INDUSTRIAL TALK SERIES

Guest Speaker:
LAR.Ts. DR. KAMALLUDIN BIN BILAL
(CEO Lotus Design Sdn Bhd)

Moderator:
Assoc. Prof. Sr. Dr. Rozilah Binti Kasim

**SERVICE INVENTORY AND SUPPLY
CHAIN IN FACILITIES MANAGEMENT**

20 June 2021 (Sunday)
(12.00pm – 2.00pm)
Link: meet.google.com/tvw-oaxg-cmb

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INDUSTRIAL TALK 2021 "ADVANCED MANUFACTURING OPERATION BEST PRACTICES" - 27 June 2021 -



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MBA INDUSTRIAL TALK SERIES

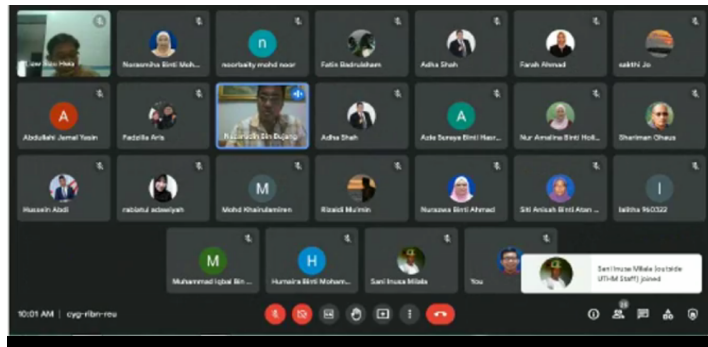
Guest Speaker:
Mr. Shariman Ghaus
Manufacturing System Manager
Intel Products (M) Sdn Bhd Kulim Hi-Tech Park

**ADVANCED MANUFACTURING
OPERATION BEST PRACTICES**

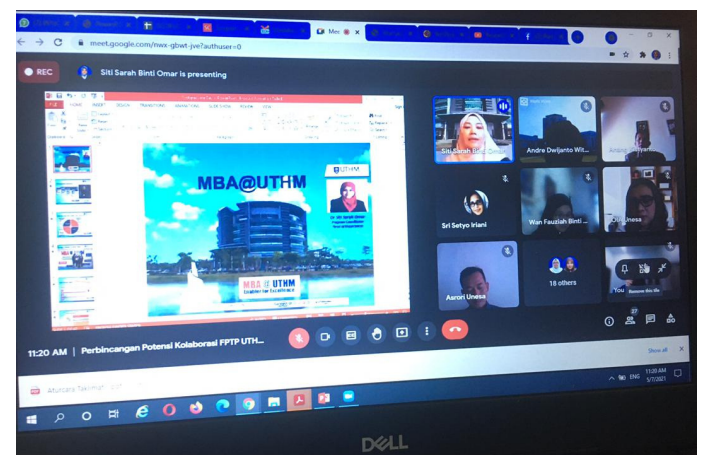
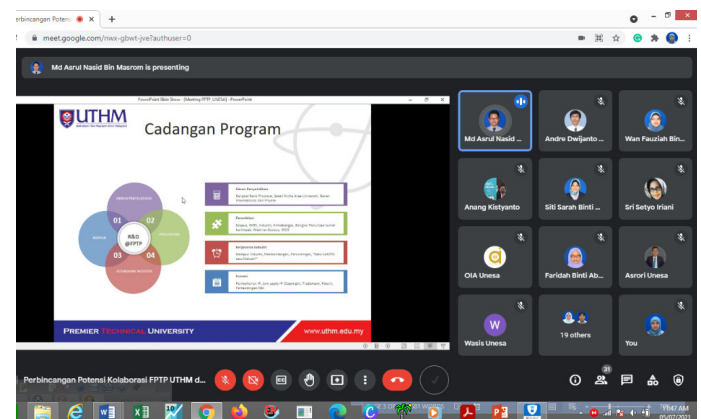
27 June 2021 (Sunday)
10.00am – 11.30am
meet.google.com/cyg-ribn-reu

MBA@UTHM
Enabler for Excellence

FPTP
Harmony



Potential Collaboration Meeting between MBA UTHM and Master of Management Universitas Negeri Surabaya - 5 July 2021 -



PROGRAM FPTP UTHM PRIHATIN BERSAMA MASYARAKAT - 29 April 2021 -



Southeast Asian Universities Network Project to Realize Green Entrepreneurship and Leadership

ASEAN Network for Green Entrepreneurship and Leadership (ANGEL) is a Higher Education Institution Capacity Building project called Erasmus+ Capacity Building for Higher Education (CBHE) which is fully sponsored by the European Union. This international collaboration is a networking project among Southeast Asian countries to implement and realise green entrepreneurship and leadership. It consists of 12 institutions from the Association of Southeast Asian Nations (ASEAN) and four institutions from the European Union (EU). The Southeast Asian countries involved are Malaysia, Cambodia, Indonesia, Vietnam, and Laos. These Southeast Asian universities are supported by partners' universities and institutions from Greece and Cyprus.

Universiti Tun Hussein Onn Malaysia (UTHM) is honoured to be part of this project with the total fund given is RM238,084 out of RM4,591,096 for the total grant. The project is led by a team of researchers from the Faculty of Technology and Business Management (FPTP). The project leader is Dr Siti Sarah Omar, and another six project members are Prof. Dr Shahir Shamsir Omar, Prof. Dr Wan Fauziah Wan Yusoff, Assoc. Prof. Dr Abd Rahman Ahmad, Dr Umi Kartini Rashid, Dr Noor Aslinda Abu Seman, and Dr Dahlia Fernandez Mohd Farid Fernandez. The project commenced on 15 January 2021 until 14 January 2024 with a total duration of 3 years.

ANGEL aims to build the capacity necessary in these ASEAN Universities for balancing the high potential economic growth and innovation. The project goal is to help improve their capabilities in the field of green entrepreneurship as well as resolving entrenched issues and challenges of poverty, low-quality jobs in the informal sector, digital divide, and leadership gaps.



Within the context of Southeast Asian institutions, the green entrepreneurial mindset and transformational leadership skills and competencies are still new concepts and less implemented. Hence, the mission of ANGEL is to engender impact and transformation for two major target stakeholders of each partner institution in Malaysia, Cambodia, Indonesia, Vietnam, and Lao PDR. The first target group is the internal stakeholders, namely students, academic and non-academic staff, and top management. The second target group of ANGEL is the disadvantaged group among societies in the Southeast Asian countries involved. This includes women and minorities, poor income groups in both urban and rural communities as well as people with disabilities (PWD).



**DR DAHLIA FERNANDEZ BT
MOHD FARID FERNANDEZ**
Lecturer, Department of Business
Management, FPTP

Against the above general aims of ANGEL, the project specifically designs the following objectives in the hope to develop an innovative green entrepreneurial-leadership ecosystem that will foster:

- **Guidance:** an online guide will offer practical, personalised information for building and leading a green enterprise; a targeted training programme, complemented with personal coaching, will support the creation of start-ups.

- **Engagement:** a university network will reach and mobilise both internal and external stakeholders through its ANGEL-Innovate Unit. Internal stakeholders would include faculty members, administrative staff, researchers, students and relevant external partners could be social entrepreneurs, start-ups and government agencies that relate to green entrepreneurship.

- **Exchanges and Sharing:** the ANGEL-Hub will be a centre for the development of early-stage start-ups in green technologies, energy and sustainable development.

- **Support:** the ANGEL-Enterprise team will have the mission to support and advance ANGEL in the long term by nurturing expertise in the commercialisation of Universities' knowledge and technology and partnership-building with the external regional/national/international entrepreneurial ecosystem.

For more information about this project, please visit ANGEL's official website at <https://angel-project.eu/> and the Facebook page at facebook.com/angel.EUASEAN.





TOP 5 UTHM SCOPUS SCHOLARLY IN UTHM



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Universiti Tun Hussein Onn Malaysia

Congratulations!

Dr. Siti Sarah Omar
Project Leader

Project Members
Prof. Dr. Shahir Shamsir Omar
Prof. Dr. Wan Fauziah Wan Yusoff
Assoc. Prof. Dr. Abd. Rahman Ahmad
Dr. Umi Kartini Rashid
Dr. Noor Aslinda Abu Seman
Dr. Dahlia Fernandez

UTHM secured RM238,084 of RM1,591,096 Erasmus Grant Amount

Grant Name: **Erasmus + CBHE Grant**

Grant Title: Asian Network for Green Entrepreneurship and Leadership (ANGEL)

Source of Fund: European Commission

Grant Consortium of 11 Institutions from Europe and South East Asia

Congratulations on your achievement from:
Faculty of Technology Management & Business

Achievement grant: Erasmus + CBHE Grant
Dr. Siti Sarah binti Omar

Tahniah

DI ATAS KEJAYAAN MENERIMA GERAN NGO (GERAN MIKRO PERKASA 2021)

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FAKULTI PENDIDIKAN TEKNIKAL DAN VOKASIONAL (FPTV)
TANAP SOSIOEMOSI STAF AKADEMIK UTHM
YANG MELAKSANAKAN P&P DALAM TALIAN DENGAN BEKERJA DARI RUMAH (BDR)

Dr. NUR SOFURAH BINTI MOHD FAIZ
FAKULTI PENDIDIKAN TEKNIKAL DAN VOKASIONAL (FPTV)
UNDERSTANDING INTELLECTUAL INCIVITY AMONG ACADEMICS AT UTHM

Ts. IDA ARYANIE BINTI BAHRUDIN
FAKULTI PENDIDIKAN TEKNIKAL DAN VOKASIONAL (FPTV)
INDEKS KEPUASAN BEKERJA AKADEMIK BERDASARKAN ELEMEN PENGUKURAN PRESTASI BAGI KEBEBASAN INTELEKTUAL

PROF. MADYA Dr. MD ASRUL NASID BIN MASROM
FAKULTI PENGURUSAN TEKNOLOGI DAN PERNIAGAAN (FPTP)
ASSESSING HAPPINESS LEVEL IN RELATION TO PRODUCTIVITY AMONG UNIVERSITI TUN HUSSEIN ONN MALAYSIA (UTHM) EMPLOYEES DURING PANDEMIC

PROF. MADYA Dr. ABD RAHMAN BIN AHMAD
FAKULTI PENGURUSAN TEKNOLOGI DAN PERNIAGAAN (FPTP)
DEVELOPMENT OF A TOOL TO MEASURE ENTREPRENEURIAL ORIENTATION IN ACADEMICS

Ts. Dr. SHUHAIDA BINTI ISMAIL
FAKULTI SAINS GUNAAN DAN TEKNOLOGI (FAST)
PEMBANGUNAN SIMULATOR KENAikan PANGKAT UTHM

Dr. SABARIAH BINTI SAHARAN
FAKULTI SAINS GUNAAN DAN TEKNOLOGI (FAST)
KAJIAN PERSEPSI STAF AKADEMIK UTHM TERHADAP PELAKSANAAN LNPT DAN LALUAN KERJA YANG TERBARU

RM34,100.00
2021 - 2022

Achievement NGO grant
Assoc. Prof. Dr. Abd Rahman bin Ahmad

The Importance and Impact of Stakeholder Management

My second son's wedding was held last January 2021. The ceremony and reception were simple and only involved close family and friends since it occurred during movement control order time. This article is not about how cost-effective it was to hold a wedding reception during MCO, but it is about the importance and impact of stakeholder management. After the event was done, during family dinner that night with my son and my new daughter in law, I told him that your stakeholder network has enlarged. You need to take care of your new stakeholders in your wife's family network and start building a good relationship with them.

On a more serious note, poor stakeholder management issues could tarnish corporate reputation. For example, in June 2020, TNB consumers voiced out their anger and dissatisfaction towards TNB regarding their skyrocketed electricity bills during the first movement control order period. The management of TNB corporations was bombarded with negative remarks and unfounded allegations, especially in social media. To make things worse, TNB management is slow to react and conducting a press conference timely to explain the situations to their biggest stakeholder which is their customers. Even though the allegations were not true and the actual scenario was that TNB implemented prorated billing method for electricity tariff which will not cause a sudden increase in electricity bills to their nine million customers. However, damage was done to TNB corporate reputation. TNB Chief Retail Officer, Mr Megat Jalaluddin Megat Hassan has described that the prorated method will guarantee accurate billing and customers will not be overcharged monthly.. Moreover, TNB also provides discounts to seven million eligible customers under the government's economic stimulus package between April to September 2020. The problems will not be as severe and catastrophic if TNB management delivers timely communication and educate their customers proactively about the changes in billing method.



MR NAZARUDIN BIN BUJANG

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Internally, UTHM management team could also take note of the importance of good stakeholder management. For example, the exemplary effort of providing the Covid-19 vaccine to the community at Dewan Sultan Ibrahim PPV centre was not well received by staff initially, who are required to be on duty and operates the centre. Much resentment is voiced out by staff who are worried about the risk of exposure to the dreaded virus when they are on duty. The commotions and negative feedbacks could be minimised if a more proactive, proper and timely communication session was conducted upfront to the stakeholders explaining the control and preventive measures in place to eliminate the risk of exposure to Covid-19 virus.

Dr Edward Freeman emphasised that stakeholders can affect an organisation's functions, goals, development and survival. They are beneficial when they help you achieve your goals and they are antagonistic when they oppose your mission. Organisations are depending on both internal and external stakeholders for resources, services and information. Stakeholders have claims, rights and expectations that ought to be honoured and not taken lightly. Thus, stakeholders must be appropriately managed to avoid negative influences, especially those contrary to the organisation's objectives.

There is a popular quote saying that...'no news is a good news', maybe it is true and applicable in a certain situation. But, in terms of good stakeholder management, listening and proactive communication with stakeholders and sensitivity to their interests are extremely important.



Editorial Team

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Thank You
FOR READING

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