
Preface

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Biographical notes: Marhana Mohamed Anuar (PhD, Universiti Sains Malaysia, Malaysia) is an Associate Professor of Marketing at Universiti Malaysia Terengganu, Terengganu, Malaysia. She currently serves as the Head of Postgraduate Studies at the Faculty of Business, Economics and Social Development, Universiti Malaysia Terengganu. Her research interests are in the areas of sustainable marketing, social marketing, Islamic marketing, consumer behaviour and digital marketing. Her research has been published in the *Journal of Sustainability Science and Management*, *Sustainability*, *Australasian Marketing Journal* and *International Journal of Environment and Social Development*, among others. Her primary teaching responsibilities include international marketing, marketing communications, marketing management, marketing strategy and consumer behaviour.

The papers in this special issue with the theme, *Contextualising Business Research on Malaysian Stage: Enhancing Rigour, Depth and Relevance*, focus on a variety of aspects that are important not only to Malaysia but also to other countries all over the world. The issues covered range from the role of psychological effects on entrepreneurial intention to the role of zakat in improving the sustainable development of needy societies. Specifically, the authors of the papers of this special issue address topics such as entrepreneurial intention, cause-related marketing purchase decision, role of national leadership, role of zakat and green behaviour engagement.

The first paper is entitled, 'The effects of psychological factors on green behaviour engagement: a Malaysian perspective', co-authored by Marhana Mohamed Anuar and Jumadil Saputra, both from the Faculty of Business, Economics and Social Development, Universiti Malaysia Terengganu, and Maznah Wan Omar (Faculty of Business and Management, Universiti Teknologi, MARA) investigates the effects of psychological factors on green behaviour engagement. The study was conducted on students from several green campuses in Malaysia. The results of this study showed that green values have a positive influence on the students' attitude towards the environment. Meanwhile, subjective norms and perceived consumer effectiveness have significant impacts on green behaviour engagement. Interestingly, attitude towards the environment has no significant influence on green behaviour engagement. The model proposed in this study is helpful in predicting the factors that influence green behaviour engagement among university students. The results of this study provide useful information and guidance for green campus administrators to plan for effective green campus initiatives. Future work in this area could investigate other psychological factors such as self-identity, emotional values and personality traits.

The second paper entitled, 'Sustainable development status of zakat recipients: empirical investigation based on Malaysia's Kedah State', authored by Md. Mahmud Alam (School of Economics, Finance and Banking, Universiti Utara Malaysia), Norazlina Abd Wahab (Islamic Business School, Universiti Utara Malaysia), M. Ashraf Al Haq (Islamic Business School, Universiti Utara Malaysia) and Siti Aznor Ahmad (School of Economics, Finance and Banking, Universiti Utara Malaysia), examines the role of zakat in achieving sustainable development status. The sample of this study comprised 440 zakat recipients in Malaysia. The results showed that zakat helps to improve the overall sustainable development status of the zakat recipients for all the three dimensions, namely, economic, social and environmental, with the highest improvement on the economic aspect. This study provides significant theoretical and managerial implications. The findings will help policy makers and zakat administrations in Malaysia, and perhaps all over the world, to ensure the effectiveness, sustainability and greater impacts of the zakat programme.

The third paper, entitled 'An empirical perspective of national leadership role in achieving world-class university status: the case of Malaysia', by Basheer Al-Haimi (Faculty of Industrial Management, Universiti Malaysia Pahang), Daing Nasir Ibrahim (Faculty of Industrial Management, Universiti Malaysia Pahang) and Mohd Rashid Ab Hamid (Faculty of Industrial Management, Universiti Malaysia Pahang), investigates the role of national leadership in ensuring the world-class status of Malaysian universities. The study employed the resource-based view as the underpinning theory. A survey was conducted among vice chancellors, associate vice chancellors, deans as well as deputy deans in 28 established universities in Malaysia. The results confirmed the moderating role of national leadership between factors (i.e., concentration of talent, favourable governance and abundant resources) and university status. The authors provide important theoretical and practical implications for the establishment of successful universities.

The fourth paper, entitled 'The impact of psychological characteristics and COVID-19 on entrepreneurial intention in Malaysia', by Mohammad Falahat (Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman (UTAR), Malaysia), Tan Jie Ling (Department of Financial Intelligence Unit Hub Management, Citibank Malaysia) and Ramayah Thurasamy (School of Management, Universiti Sains Malaysia), highlights the effects of psychological characteristics (i.e., individuals' innovativeness, risk-taking, proactiveness, vision, self-efficacy) on entrepreneurial intention. The authors conducted the study on 583 final year students at local and international universities in Malaysia. The results indicated that entrepreneurial intention is significantly influenced by innovativeness, risk-taking, entrepreneurial vision, and self-efficacy as well as COVID-19. Interestingly, proactiveness does not affect entrepreneurial intention. Demographic variables such as nationality, age, and education level serve as control variables in which most of them do not show significant impact on entrepreneurial intention, except age. The authors provide valuable theoretical contributions and interesting practical implications.

The fifth paper, entitled 'Cause-related marketing purchase decision: do religiosity and attitudes matter?', is co-authored by Zalinawati Abdullah (Faculty of Business and Management, Universiti Teknologi MARA Cawangan Terengganu, Malaysia), Marhana Mohamed Anuar (Faculty of Business, Economics and Social Development, Universiti Malaysia Terengganu) and Mohd Rafi Yaacob (Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan). By applying the value-attitude-behaviour

model, the effects of religiosity on cause-related marketing purchase decision were examined. At the same time, the authors examined the mediating role of attitude on the relationship between religiosity and cause-related marketing purchase decision. The study offers an enhanced understanding on the influence of religiosity and attitude on cause-related marketing purchase decision in the context of a developing country's consumers. The authors provide implications for both theory and practice. Future work in this area could investigate other mediating variables, for instance, trust and involvement.

The sixth paper entitled, 'The moderating influence of perceived usefulness on the adoption of technology by small and medium enterprises (SMEs): a comparative analysis between Malaysia and Nigeria' by Haim Hilman Abdullah (School of Business Management, College of Business, Universiti Utara Malaysia), Shahmir Sivaraj Abdullah, (School of Business Management, College of Business, Universiti Utara Malaysia), Rajoo Ramanchandram (School of Business Management, College of Business, Universiti Utara Malaysia) and Maharazu Ibrahim (Kaduna State University), investigates the moderating influence of perceived usefulness on the relationship between entrepreneurial behaviour, culture and technology adoption among entrepreneurs in Malaysia and Nigeria. The results indicated that moderating effect of perceived usefulness on the combined relationship between entrepreneurial behaviour and culture on technology adoption among entrepreneurs managing SMEs in Nigeria was significant in Nigeria but not in Malaysia. The study contributes to the body of literature on technology adoptions among SMEs from developing countries. The authors provide important theoretical and practical implications for policy makers and managers.

The six papers of this special issue cover a broad range of important topics that provide insights on the challenges and opportunities of the business landscape of Malaysia. The models proposed by authors provide room for further study and would be useful for academics to conduct research in different contexts and explore other important variables. Scholars may gain insights from the models proposed and the suggestions for future research highlighted in this special issue. Future research might test some of the models proposed by these studies in other Asian countries or other developing countries that share similar characteristics to Malaysia. The studies in this special issue provide significant contributions not only to theory but also to practice. The models proposed are also useful for managers and policymakers to improve their business performance in the future. All in all, this special issue will advance our understanding on aspects such as factors influencing entrepreneurial intention, cause-related marketing purchase decision, role of national leadership, role of zakat and green behaviour engagement.