

Best Presenter Award for UMS lecturer

KOTA KINABALU: An academician from Universiti Malaysia Sabah (UMS) was recently awarded the Best Presenter award in the 2nd Recent Research in Business and Technology Management International Conference (BIZTEM 2018).

Professor Madya Dr Norazah Mohd Suki from the Labuan International Finance Faculty received the award for her presentation entitled "Halal Cosmetic Products: Do Knowledge and Religiosity Affect Consumers' Attitude and Intention to Use?"

In her presentation, she shared the findings of her research



Norazah (right) receiving her award.

which states attitude as the main determinant of influencing consumers in their choice of purchasing halal cosmetics.

Other determinant factors include knowledge and religion,

she said.

She added that those with positive attitude towards halal cosmetics products, for example, would check on the halal label prior to making their purchase.