



Dr Norazah
(front, sixth
right) with the
students during
the International
Marketing
Seminar.

Final-year UMS-KAL students submit papers on marketing

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A NUMBER of final-year students enrolled in the International Marketing programme of Universiti Malaysia Sabah, Labuan International Campus (UMS-KAL) recently submitted their presentation on 25 topics related to the current issues of marketing.

The submission by the students was made during the International Marketing Seminar held at the campus that was officiated by Professor Dr Norazah Mohd Suki.

Dr Norazah said the seminar had enabled the students to examine the current issues of marketing relating to the attitude and buying behaviour among consumers in Labuan.

"Among others, the students were exposed to the presence of relationship marketing in order to increase consumer loyalty for product purchases where in the

end it could help them develop effective communication while conducting their work in the field.

"These research could also contribute to the socio-economic development of the community," she said.

The topics presented by the students included, "Green hotel knowledge and tourists' staying behaviour", "Green marketing function in building corporate image in the retail setting", "Green food consumption intention and behaviour", "Information privacy concern" and "Online shopping experience".

Dr Norazah said further that the seminar had enlightened the students on how to capture the basics in doing research and how to develop and apply the knowledge and analytical skills they gained in order to make marketing decisions.

"Specifically, they can identify the characteristics and scope of their research, explore the research design and scale, while understanding data collection including the preparation and analysis.

"The students were also exposed on ways to use computer softwares for data entry, data cleaning, data analysis and data interpretation such as Statistical Package for Social Sciences (SPSS) version 20, based on the developed questionnaire and collected data.

"In the end, they can apply the knowledge gained to solve real marketing or business problems through research, while educating all the students about the understanding and practicality to analyse and interpret the SPSS output," she said.