

Knowledge, Attitude and Practices Regarding Research and Publications Among Academia in Private University in Malaysia.

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ABSTRACT: Knowledge that is not disseminated, will not go anywhere. Thus academic publishing is a system to disseminate knowledge that contributes to the better quality of life. If it combined with industry practitioner, will have a significant impact on human progress. In the meantime, academic publications are very different in terms of content and of writing style compared to the type of general reading publications that are lighter and casual for reading. Although academic publications have increased from year to year, however, academic publications still face challenges. The challenge for Private Universities is how to increase publications among lecturers and compete to market scholarly publishing products together with lecturers at existing Public Universities. This study explores the knowledge, attitude, and practice involved 68 respondents from a Private University in Malaysia. The data obtained are processed and presented in frequencies and percentage from questionnaire responses to see the structure of the learning outcomes factors. In conclusion, the results of the study from the analysis can identify and confirm three essential elements in improving the performance of university publishers in terms of attitude, policy perceptions and practices of their lecturers.

KEYWORDS: Knowledge, attitude, practice, private college, research, publication.

I. INTRODUCTION

Research is a process of collecting and analysing information gained to bring useful meaning towards problem encountered understudied phenomena (Bahadori, M., Momeni, K., Ravangard, R., Yaghoubi, M., Alimohammadzadeh, K., Teymourzadeh, E., & Tavana, 2015). It requires the collection of data, analysis, interpretation, and procedures assessment is conducted under control to find problem-solving (Burton, H., & Walters, 2013; Rezaei, M., & Zamani-Miandashti, 2013). After the first academic revolution, research is made at university function as part of requirement while delivering teaching in the late nineteenth century (Etzkowitz, 2003). Since then, research has been put into attention and become the most critical matters in scientific communities (Bahadori et al., 2015). Recently, the outcome from academics research has been considered and ranked among the high institutional education (Gross, 2004; Williams, 2013). Publication based on research is proof to justify the supportive statement of research surveys and a promise of subsequent research funding for the organisational sustainability (Hegde, A., Venkataramana, G., Kulkarni, S. B., Bhaskar, N. N., Jacob, J. & Gangadharappa, 2017). Besides, research is the inspired work that is accepted on a systematic basis to increase information gained and to devise new applications. Research is typically carried out in tertiary and institutions of research (Hosenipour, 2012; Kobová, 2014).

Usually, staff in the research department and graduated students in groups of people who conduct research, where students require submitting research and theses report completing the degree program. A few years back, there is not necessary for lecturers to study on the obstacles they would face in the course of teaching and learning (Williams, 2013). Experts have put trust in fields like psychology, philosophy, mathematics, and other sciences for the teaching contents and teaching activities. As a result, the impact of education towards people which is undertrained to become educators become an essential aspect to concern (Thorndike, 1910). Research activities are one of the most crucial issues in scientific societies (Bahadori, M., Momeni, K., Ravangard, R., Yaghoubi, M., Alimohammadzadeh, K., Teymourzadeh, E., & Tavana, 2015).

The way academics staff behave and respond toward research and publication in the institution essentially depends on their job satisfaction (Syed, A. A. S. G., Anka, L. M., Jamali, M. B., and Shaikh, 2012). Furthermore, it also depends on research and publication practices, research capital, research leave, research payments, research training, compensation, availability of facilities, and professional mentorship (Tella, A.,

Ayeni, C. O., and Popoola, 2007; Garner, B. R., and Hunter, 2013). The behaviour and responses of lecturer and research staff of research institutions in Malaysia have been observed to be destitute of motivation (Egbule, 2003; Chiemekwe, S., Longe, O. B., Longe, F. A., and Shaib, 2009). Staff performance has a strong relation with personal attitude and individual perception towards a particular thing which turns into the performance of the organisation.

Apart from that, this scholarly writing has become a tool to measure the achievement of a lecturer. Therefore, only by writing will be able to complete the KPIs of a lecturer because writing and publishing have become part of the element in measuring the KPIs set by the university management. Provision of the researchers' requirements would strengthen passion, enhance the way they act and quality of output (Murty, T. N., and Fathima, 2013). The primary purpose of this study, emphasizes on the knowledge, attitudes, and practices and its relationship towards research and academic publication by the academic staffs consist of researchers and lecturers in KUIPs in Malaysia.

II. LITERATURE REVIEW

The behaviour and responses from staff have a significant impact on the organisation achievement (Tsui, A. S., Pearce, J. L., Porter, L. W., and Tripoli, 1997; Garner, B. R., and Hunter, 2013). Goal and strategic management of organisation influenced by research and publication achievement and vice versa (Bhatti, K. K., and Qureshi, 2007; (Tella, A., Ayeni, C. O., and Popoola, 2007). Job satisfaction of academics staff have a positive relationship with research activities and publication achievement, capital, provided for research, paid leave, allowances, training, and compensation, availability of amenities, and guidance from expertise (Tella, A., Ayeni, C. O., and Popoola, 2007; Garner, B. R., and Hunter, 2013). Behaviour and the way people act have significant influences on their performance, which present the performance of the organisation. Provision for the researchers is crucial, which able to strengthen interest and enhance the attitude and ability of a person to complete a task (Murty, T. N., and Fathima, 2013).

Based on previous research from other countries, it stated that some challenges to research based on demographic characteristics and low of source information for publication (Carrion, M., Woods, P., and Norman, 2004; Hosenipour, 2012). The primary study objective is to focus on the knowledge, attitude and practices, research and academic publication by the communities in KUIPs, Perlis, Malaysia. This study was developed out of awareness to see the extent of understanding the importance of scientific writing in the lecturer's career advancement. This is the first research of its kind conducted in KUIPs.

Knowledge, Attitude and Practice (KAP)

During the year 1950, The research of Knowledge, Attitude and Practice (KAP) was implemented to gain a good understanding regarding family development and population studies (Launiala, 2009). The purpose of the study is to investigate human behaviour towards a particular topic. In this situation, sustainable consumption and simultaneously recognise what people know in term of self-knowledge, how they feel which have a strong relationship with their attitude and what they do (Vandamme, M., & Ulm, 2009). Kaliyaperumal (2004) defined knowledge as 'understanding of a person for the particular topic', person feeling affects individual attitude, along with pre-determined believes and practices in which they reveal their understanding and attitude through their actions' There still a chance to improve information, attitude and practices in a way that it recognises what is known and done about the issues (Sybille, 2011).

Consistency, legitimacy and capacities of KAP have been critiqued in aspects of data and intensity of opinions and also attitudes broadly applied to discover human behaviour in diverse aspects (Ahmad, 2015). KAP studies have measured the public's understanding, attitude and recycling practices (Yaziz, N. A., & Rahman, 2016; Nordin, F. N., & Saliluddin, 2016), landslides (Ahmad, J., & Lateh, 2011), solid waste management (Babaei, H., Karimpour, J., & Hadidi, 2015; Barloa, E. P., Lapie, L. P., & de la Cruz, 2016), solid waste open burning (Ariffin, M., & Wan Yacoob, 2017), drinking water quality (Razak, A.N.H., Praveena, S.M., Aris, A.Z., Hashim, 2015) and sustainable swiftlet ranching (Nitty, H. K., Vaiappuri, S. K. N., Zaiton, S., & Siti, 2013). In other fields, the studies include malaria during pregnancy (Launiala, 2009), e-learning (Visalam, V., Kumar, A., Prakash, A., & Padmavathi, 2015), disaster management among emergency medical personnel (Osman, 2016), food safety and hygiene (Siau, A. M. F., Son, R., Mohhiddin, O., Toh, P. S., & Chai, 2015; Al-Shabib, N. A., Husain, F. M., & Khan, 2017; Zanin, L. M., da Cunha, D. T., de Rosso, V. V., Capriles, V. D., & Stedefeldt, 2017) and tobacco cessation (Kattoor, A., Thomas, J., Abraham, A., Bahia, A., & Kenchaiah, 2017).

A survey implemented by KAP found that individual understanding of a particular thing is to rely on their behaviour, and both self-understanding and behaviour are the building blocks for practice (Ahmad, 2015). According to Marrouche, N. F., Wilber, D., Hindricks, G., Jais, P., Akoum, N., Marchlinski, F. & Deneke (2014)

and Wright, T., & Horst (2013), the evolution towards a sustainable society require significant collaboration, commitment and authorisation of all participants. Therefore, the sample selected for this study is among academic staffs in university is relevant which is aim to explore knowledge, attitude and practice towards academic staff in the university and to explore the relationship between knowledge, attitude and practice towards research and publication.

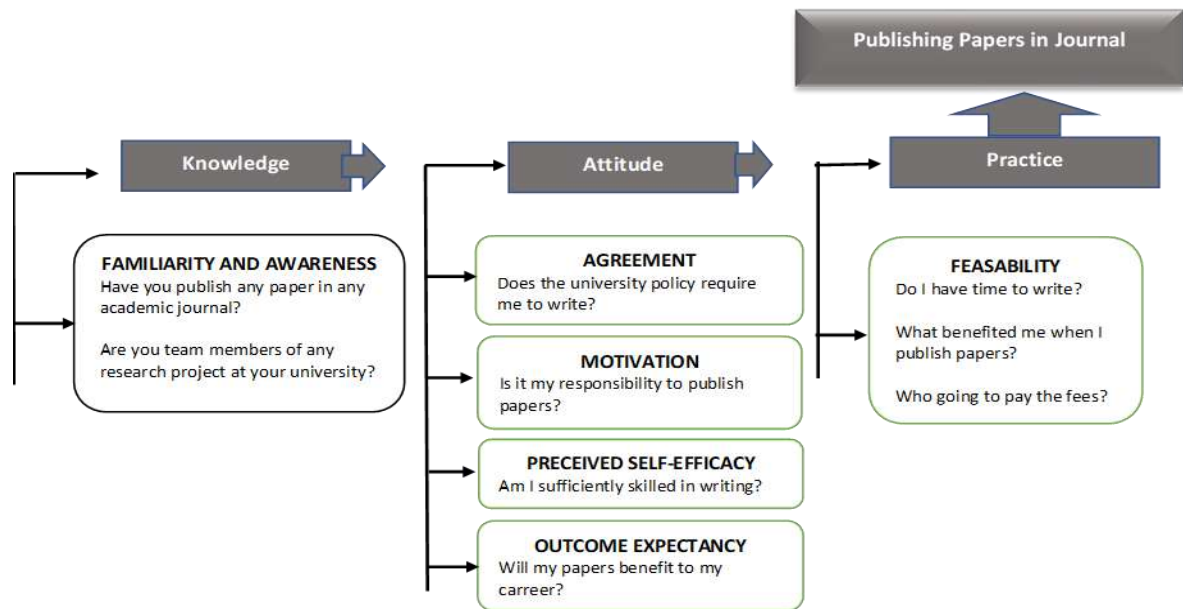


Figure1: Knowledge, Attitude, and Practise framework.

III. METHOD

The method used for data collection is a structured questionnaire where a cross-sectional descriptive survey is applied. The questionnaire is divided into specific segments that include about respond of staffs toward research activities, academic publication, and subsequent effects on career expansion. The question builds using the Google Form platform and distributes to all the teaching and research staff using Whatsapp application. The data collected is then analysed using the Microsoft Excel application and presented in the form of percentages and charts so that it is easy to understand by people who read this writing. Table captions appear centred above the table in upper and lower case letters. When referring to a table in the text, no abbreviation is used, and "Table" is capitalised.

1. Selection Criteria

Employees of KUIPs, Perlis, Malaysia, who are either researchers or lecturers, were selected as a sample for this study. Non-research, non-teaching, and administrative staff are not included to become sample for this study.

2. Data Source And Participants

A total of 68 staff was enrolled in the study. Respondents come from all the faculties available at the Islamic University College of Perlis, namely the Faculty of Business and Management Science (FBMS), the Faculty of Islamic Studies (FIS), the Faculty of Muamalat and Islamic Finance (FMIF) and the Faculty of Al Quran and Sunnah (FAS) and also involve respondent from Department of Languages and General Studies. Apart from that, library officers and officers from the Research Management and Innovation Center also involved in this study. The study was conducted between June 1st, 2020 and September 1st, 2020.

Participation was among volunteers, and informed consent was obtained before questionnaires are distributed by using the Google Form platform. The staff were given sufficient time to answer the questionnaires. Since the number of respondents surveyed is relatively small, a soft

reminder is given to respondents who do not answer the question. The method of using Whatsapp application also helps a lot to facilitate access to respondents. As a result, this study received one hundred per cent response. The half-finished questionnaire was returned by four respondents who were considered unacceptable and terminate to proceed for data analysis. As an overall, only 64 (94%) questionnaires is accepted for data analysis due to its completion in answering all questionnaires provided.

IV. FINDINGS

After getting feedback from the questionnaire conducted, an analysis has been conducted to find the results of this study. Here is the finding from this study according to the pre-determined research framework.

1. Demographic Characteristic

The total number of respondents is shown in term of the graph in figure 1 below. A total of 65 respondent participated in this study, including 30 female respondents (46%) and 35 male respondents (54%). Judging from the breakdown by faculty, currently, FBMS dominates in terms of total teaching staff with a percentage of 31% followed by FIS of 29% while PBP of 18%, FMIF 14% and the last is FQS of 8% of respondents. For the record, FQS has just been established in 2020 and expected to grow in line with institutional developments over time.

If compared to the scholars' qualifications, 29% of the respondents are PhD holders, while the master holders from various branches of study comprise of 63% where males respondent are dominant with 37%, and female is 26%. Furthermore, 8% of the respondent are degree holder in various disciplines and are all dominated by the female respondent.

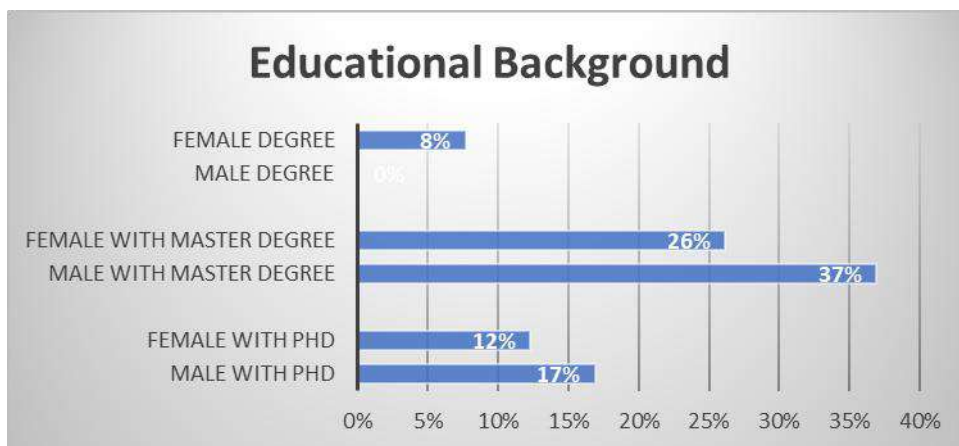


Figure 2: Educational background of the respondent

The average number of respondents is among those who have just started working for less than one year (41%). The rest are those who have worked between 1 to 2 years 11%, 2 to 3 years 23%, 3 to 4 years 10% and the rest are among those who have served for more than five years that is 15%.

2. Knowledge toward publishing articles

From this study, we want to see to what extent the knowledge of the respondent on the need to write articles and published in an academic journal regularly. It should be noted that all respondents for this research are from a Private University where writing is a requirement and reflects the level of scholars of a university. In this case, the level of knowledge about writing articles and the motive behind becoming a motivation factor and it is a significant fuel to keep the scholar going, especially when getting discouraged. People who are not motivated do not get things done, even if they are knowledgeable. On the other hand, motivated people who do not have the information they need try to find it. Introducing awards and recognition programs, or even consequences for non-compliance are among factors that the management have to take into consideration.

From this study, the researcher finds out that all respondent agree that writing and publishing article is essential to the career progression in academia. From that, 88.9% of the respondent know that by publishing their article will make them achieve their KPI in their job. At the same time, 77.8% of the respondent also agree that writing an academic article will improve academia, and they write because of their interest. 56.6% of respondent feel that relay the information has given the motivation to write the academic articles. From all the

motivational issue, 44% from respondent says that peer influence is the motivational factor that influences them in writing the articles.

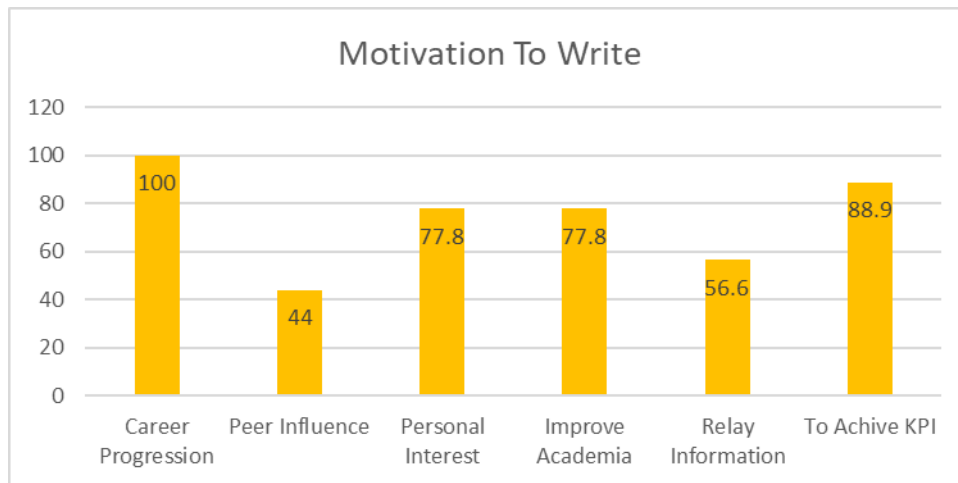


Figure 3: Motivational factor to write

3. Attitudes towards research and publishing articles

The result has shown that as much 89% of respondents have the self-interest to involve in research. However, from 89%, there is only 44% respondent who is currently engaged in on-going research. Meanwhile, active research is as much as 75%. According to the result of data analysis, there are 58% researchers, instructors and lecturers have completed their M.Sc. and PhD programs. Surprisingly, the rate of publication is only at least one academic article in the peer-reviewed journal among 43% of participants who have published article. The participants consist of 69% of researchers and 53% of lecturers. In the meantime, it was found that 57% of the rest have not made any published paper in academic peer-reviewed indexed journals. The result showed that only 49% of article author had become the first author among 38% researchers. Respondents who not made any publication is questioned to find out the reason to do so. Based on information gained, 16% reason is long time taken to complete the process of peer-review, 20% claimed too busy due to current commitments, and 33% is low of motivation provided by the department to conduct research and insufficient concern towards output from research. Majority of respondents which is as much 97% stated they have experience of manuscript rejection for acceptance which has caused less amount of publication is made.

Whereas, 96% claimed a lack of skill in writing due to insufficient experience and 80% claimed a high fee for article publication (Figure 3). As much as 54% of the respondents claimed they have no guidance for publishing peer-review journals. Unexpectedly, about 72% of respondents who not made any publication claimed there is no requirement for publication in order to get promoted in their career (Figure 3). Respondents who have made one paper publication stated that their primary motivation to keep publishing articles is due to developing their career, gained more information and self-interest (Figure 4).

4. Practice towards publishing articles

In talking about the issue of "Practice" in this academic research, according to the results of the study conducted things that can motivate them to be one of the critical factors. It is common knowledge that respondents are teachers, and teaching is their real job. However, teaching alone is not enough for a lecturer at a higher institution. Things like research, consultation, publication and community service are among the components of a lecturer. Thus the main factor that plays a role here is the division of time and the importance of priorities. Thus, the main thing that is loose is the time factor. The division of time is fundamental where research work requires time and research as well as high diligence in producing quality and high impact study, where possible research work is done carelessly and at the same time to be published in a high-impact journal.

When asking the question to respondents "are you working on publication now", the answer obtained is 25% saying they are not working on any publication for now. Furthermore, when asked what the causal factors to the answer are, they all say that the time factor that caused them not to have time to write an article at this time. Other things that hinder the writing of articles, among them are the lack of publishing funds and also the lack of writing knowledge. Apart from that, respondents also gave reasons for the constraints of research facilities and lack of experience in research and publications are among the reasons why they can not produce publications for now. Another essential point to highlight here that all respondents are aware of the benefits of

publishing a journal whereby producing high-quality research and publishing in a high impact journal will help in climbing their career ladder.

5. Suggestions for Status Improvement in Research and Publication at Higher Institutions

Information is collected from respondents which able to suggest options in improvise status of research and publication presented in Figure 4. These options include the provision of research grants and publication fee assistance and also the outstanding award of excellence achievement among staff and early disbursement of funding that are already allocated for research funding.

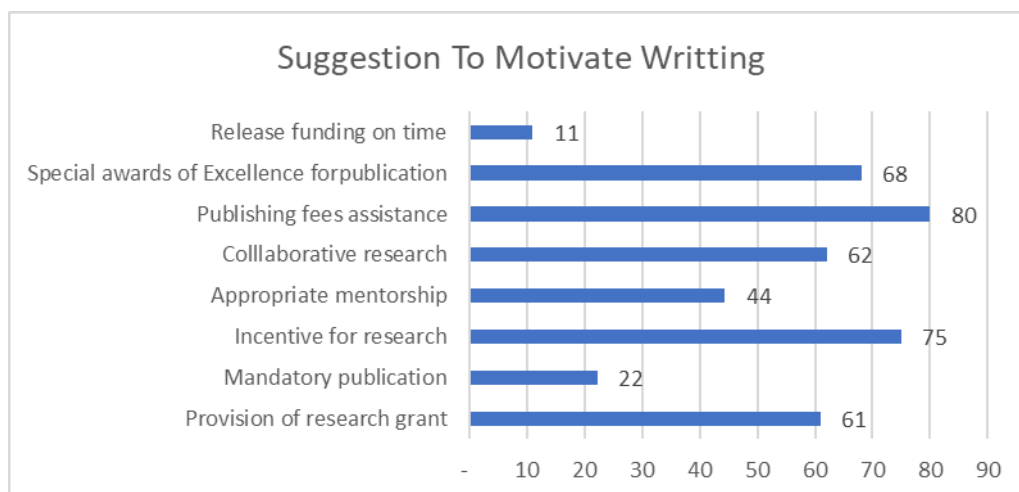


Figure 4: Suggestions for Status Improvement in Research and Publication

V. DISCUSSION

This study, although it seems simple, can provide exposure to the knowledge, attitude and practices among lecturers in institutions of higher learning. So far, we enjoy the results of research conducted by scientists who are engrossed in data and facts that are processed into beautiful writing. From here, one piece of writing reaches the reader and in the meantime has excellent benefits for their needs and uses. It does not matter whether it is used for academic research or use in industry; it benefits universal humanity. Not many researchers want to delve into the issues behind the production of research papers like this, but they merely enjoy the results entirely. For that reason, this study highlights the underlying factors behind sweat and tears in the game of pursuing higher publication.

It has been shown that the issue of time constraints is the core of the “practice” element for this research. At the same time, the inability of the publication results is due to the excessive workload. Researchers conducting research only for the sake of assertions to their jobs only, they have to divide between their real work that is preparation for teaching by doing research. Notwithstanding the knowledge, they have in producing the publication. Training factors and facilities provided for the study should also be taken into account against the numbers of products in the publication. Where can a good study be born if the facilities available are not commensurate and run by those who lack knowledge about the study? It is like sending troops to go to war without supplying weapons and at the same time expecting a miracle to happen.

The evidence suggests that the motivation factors contribute to the total production of study and the quality of the study itself. The most important thing is that financial constraints are the driving force behind our writing results. Issues such as publication fees, incentive grant, rewards for achieving specific benchmarks must be taken into account if to achieve a high amount in publishing.

VI. CONCLUSION

Based on overall result presented from data collected, it can be concluded that half of the selected population understudied were actively engaged in research events and published in one article. This trend of research and publication among respondents need to be improving by providing more comprehensive opportunity to be part in research activities, followed by inspiration and supervision from the expert. The alternative suggested would enhance better performance in research and teaching among academic staff. Thus, increase the rate of publication among them. Hence, the institution should identify the barriers and provide more concise problem solving to increase academic staff participation, particularly in research activities and

publication. The most apparent thing is about motivation to write. The motivation for study and publication can be translated either in the form of giving career recognition or monetary rewards.

The research outcome has the potential to be the foundation for future research in comparison and formulation of policy to achieve the desired result for the organisation and to improve the development of local economic, security, and sustainability. Multiple research institutions are recommended to be selected as a large sample size for future study.

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