

**TABLE OF CONTENT**  
**GBSE JOURNAL VOLUME. 1 NO. 4 (JANUARY 2017)**

**KONSEP SASTERA ISLAM MENGIKUT UTHMAN EL-MUHAMMADY**

*(THE CONCEPT OF ISLAMIC LITERATURE ACCORDING TO 'UTHMAN EL-MUHAMMADY)*

Profesor Madya Dr. Adli Bin Yaacob .....1-16

**CONSUMERS' PERCEPTION TOWARDS THE IMPLEMENTATION OF GOODS AND SERVICES TAX (GST)  
IN MALAYSIA: A REVIEW PAPER**

Poh Jin Goh, Cham Tat Huei, Alexander Guan Meng Tay.....17-23

**DETERMINANT FACTORS INFLUENCING MALAYSIAN FILM AUDIENCES**

Diana Hassan, Noraini Abdullah, Zainodin Haji Jubok, Suhaimi Salleh.....24-34

**OBSERVATION ON SIGNBOARD PHOTOGRAPHS IN KOTA KINABALU, SABAH AS INDICATOR OF  
CHANGE TOWARDS GLOBAL BUSINESS**

Suhaimi Salleh, Noraini Abdullah.....35-44

**OPERATION MANAGEMENT ON TRANSPORTATION AND DISTRIBUTION PROBLEM**

Noraini Abdullah, Ting Kien Hua.....45-53

**PERCEIVED CAREER DEVELOPMENT PRACTICE AND PERFORMANCE OF EMPLOYEES: AN EMPIRICAL STUDY IN THE ENFORCEMENT ORGANIZATION**

Mohd Hamran Mohamad, Khulida Kirana Yahya.....54-61

**MODELLING THE PREDICTORS FOR ORGANIZATIONAL INNOVATIVENESS OF HIGHER EDUCATION INSTITUTIONS**

Nor Intan Adha Hafit, Azizan Asmuni, Khairuddin Idris, Nor Wahiza Abdul Wahat.....62-73

**PERFORMANCE OUTCOMES OF MANUFACTURING FIRMS IN BANGLADESH**

Azim Md. Shamimul, Haim Hilman, Abdullahi Hassan Gorondutse.....92-102

**DEVELOPING A PROPER FRAMEWORK TOWARDS SHARIAH-COMPLIANT HOTEL IN MALAYSIA: IDENTIFYING OPPORTUNITIES AND CHALLENGES**

Azizah Musa, Suhaila Abdul Kadir, Mazne Ibrahim, Norzaliha Jusoh, Siti Nurzahira Che Tahrim, Noormariana Mohd Din.....103-111

**PENYERTAAN PIHAK AWAM TERHADAP PROSEDUR EIA TERPERINCI BERHUBUNG PROJEK PETROKIMIA DI PENGERANG JOHOR**

*(The Involvement of Public in EIA Detailed Procedure Regarding the Petrochemical Project in Pengerang, Johor)*

Madya Herawati Ahmad, Mohd Noh Dalimin, Seow Ta Wee.....74-91

**TEACHING FOREIGN LANGUAGES TO GIFTED AND TALENTED STUDENTS USING TABLETS**

Abdel Rahman Ibrahim, Nik Mohd Rahimi Nik Yusoff, Zulkarnin bin Zakaria, Ahmad Bazli bin Ahmad Hilmi, Mahiz bin Spawi.....111-122

**DETERMINANTS OF MALL LOYALTY BY OUT-OF-TOWN SHOPPERS**

Yap Ann Chee, Choy Tuck Yun, Pang Looi Fai.....123-131

**ENGAGING GIFTED AND TALENTED STUDENTS WITH IPAD: USING EDUCATIONAL APPS TO PROMOTE HIGHER ORDER THINKING SKILLS**

Zulkarnin bin Zakaria, Ahmad Bazli bin Ahmad Hilmi, Mahiz bin Spawi.....132-140

**THE EFFECT OF CELEBRITY ENDORSEMENT ON BRAND ATTITUDE AND PURCHASE INTENTION**

Chin Vi Vien, Choy Tuck Yun, Pang Looi Fai.....141-150

**A CONCEPTUAL FRAMEWORK FOR ENHANCING SCIENTIFIC CREATIVITY AMONG STUDENTS**

Siti Salbiah Omar, Jamalludin Harun, Johari Surif, Noor Dayana Abd Halim, Suraiya Muhammad.....152-157