

ACKNOWLEDGEMENT

Working on a research project is not easy – it would never have been completed without the incredible amount of help and support I received from literally many of my colleagues, fellow classmates, supervisor, family and friends. I would like to thank, without implicating, all of you.

The foremost gratitude goes to my supervisor, Dr. Edward Wong Sek Khin for his guidance, encouragement and excellent advice throughout this study. Thank you very much.

I am very grateful to my family members, especially my mother, Madam Yoong Sing Yak for giving me countless support, opportunities, and encouragement for me to escalate my career development by pursuing MM in the University Malaya.

Special thanks are also dedicated to all the lecturers in UMGSB for their expertise in providing me with continuous and persistent process of learning that greatly enriched my knowledge.

I am also thankful to all the staff at UMGSB, colleagues, friends for their collaboration and valuable assistance throughout my studies in UM and in this research.