

COMPLETION REPORT

This research applied a qualitative approach to gather the substantive impacts of LEP rather than assessing the size or scale of people's perceptions through surveys. Participation, observation and intensive interviews were employed. Observations were made on 12 (7 public and 5 private) organisations in Penang, Federal Territory Putrajaya, and Selangor. Of particular interest were their organisational charts, mission and operation statements, and actual practices. Thirty people in total voluntarily participated in intensive interviews. The sampling method for selecting the private and public agencies was random while selecting respondents for intensive interviews was a snowball sample, with the sample size gradually increasing due to personal recommendations. A common criteria that all respondents had was their direct experiences with Japanese counterparts: either they formerly were students at the Japanese varsities, formerly or presently living in Japan or working with a Japanese MNC, undergoing on-the-job training or technical skills enhancement in Japan, teachers enrolling in Japanese language learning programs, or government officials who were directly involved in formulating and implementing the LEP.

The same list of open-ended descriptive questions was given to all respondents that enabled them to talk about favourable topics without structuring exactly what the responses should be. Free-flowing dialogue and an active probing technique were applied during the interviews. Furthermore, repeated face-to-face encounters were conducted to understand respondents' perspectives on their personal experiences with Japanese organisations and to understand the work ethics and cultures that have been accepted and incorporated into their daily lives. Interview statements were taped and transcribed. Themes and unifying concepts were developed based on words and recurring conversational topics provided by respondents through statement comparison and analysis. Identifying themes, constructing typologies and relating different pieces of data to each other allowed this research to uncover the variability of factors associated with the Look East Policy. Informants' stories were cross-checked with one another and compared with agency documents such as employee attendance records, achievements, records of programs and training provided by the government for Malaysian students in Japan. Nevertheless, the results from this research will not be used for generalisation because this method may over- or under-represent findings.

Overall, the findings conclude that the LEP is pivotal to Malaysia's entire model of modernization and industrialization. Its vast contributions to changing the traditional attitudes into a robust, disciplined and integrities working culture will continuously affect Malaysian communities because the emphasis on positive behavior is conforming with the belief and values embedded in its communal societies. Thus Japanese work culture and ethics are exceptionally acceptable in this society. In fact, thirty years of policy implementation shows a strong foundation of trust and confidence in the Japanese organizational operating systems and these systems are well applied in most public and private agencies in Malaysia. Although expectations of how far Japanese culture and values will influence individual daily lives is a matter of personal preference, for thousands workers at several Japanese MNCs, alumni of Japanese schools, government officials, entrepreneurs, and local private sector workers, the Japanese work culture and ethics are part of their daily practices at work as well as in their personal lives. Thus, looking east has set Malaysia on a whole new level of development that is an eye-opener not only to third world countries but also to the West.

(Please view the attached article titled **Assessing the Look East Policy: Moving Beyond Work Culture and Ethic** that is scheduled to be published on December 2013, *The Asian Social Science Journal* for details of LEP policy evaluation).

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

1. Kartini Aboo Talib @ Khalid (presenter)

Nidzam Sulaiman, Suzanna M. Isa, Suhana Saad
Paper titled: Implementation and the Look East Policy: Embracing Work culture and ethics (the good, the bad and the doable)

International conference on Policy and Ethnics: A national reflection.

Equatorial Bangi, Malaysia

22 August 2013

2. Nidzam Sulaiman (presenter)

Kartini Aboo Talib @ Khalid, Suzanna M. Isa, Suhana Saad.

Paper titled: Nasionalisme dan dasar luar Mahathir: Perubahan kepada Dasar Pandang ke Timur
(Nationalism and Mahathir's foreign policy: changes to the look east policy)

International conference on Policy and Ethnics: A national reflection.

Equatorial Bangi, Malaysia

22 August 2013

3. Suhana Saad (presenter)

Paper titled: Strategi Kaizen dalam penciptaan Inovasi dan persaingan organisasi

(Kaizen strategy in innovation and organizational competition)

International conference on Policy and Ethnics: A national reflection.

Equatorial Bangi, Mlaysia

22 August 2013

4. Kartini Aboo Talib @ Khalid (presenter)

Paper titled: Dasar Pandang ke Timur: impak industri dan pembangunan di Malaysia.

(Look East Policy: Impacts to Industry and Development in Malaysia)

International conference on Policy and Ethnicity: A national reflection.

Equatorial Bangi, Malaysia

5. Kartini Aboo Talib @ Khalid (presenter)

Nidzam Sulaiman, Suzanna M. Isa, Suhana Saad.

Paper titled: Dasar Pandang ke Timur: Penilaian dan Implikasi

(The Look East Policy: Evaluation and Implication)

Seminar Antarabangsa ke 6: EKOLOGI, HABITAT MANUSIA DAN PERUBAHAN PERSEKITARAN

Puri Pujangga, UKM

9-10 September 2013.

6. Kartini Aboo Talib @ Khalid (presenter) – [the upcoming international conference](#).

Simposium Kebudayaan Indonesia-Malaysia (SKIM),

Universitas Padjadjaarn, Jatinangor Campus

Bandung, Sumedang, INDONESIA

12-14 November 2013

Paper titled: *The Look East Policy: a top down policy approach and its impact.*

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

Journal

1. Kartini Aboo Talib @ Khalid, Nidzam Sulaiman, Suzanna M. Isa and Suhana Saad. Assessing the Look East Policy: Moving Beyond Work Culture and Ethic. *Asian Social Science*, Scopus Index (Forthcoming December 2013)

Proceeding paper (indexed)

1. Implementation and the Look East Policy: Embracing Work culture and ethics (the good, the bad and the doable)

2. Nasionalisme dan dasar luar Mahathir: Perubahan kepada Dasar Pandang ke Timur

(Nationalism and Mahathir's foreign policy: changes to the look east policy)

3. Strategi Kaizen dalam penciptaan Inovasi dan persaingan organisasi

(Kaizen strategy in innovation and organizational competition)

4. Dasar Pandang ke Timur: impak industri dan pembangunan di Malaysia.

(Look East Policy: Impacts to Industry and Development in Malaysia)

5. Dasar Pandang ke Timur: Penilaian dan Implikasi

(Look East Policy: Evaluation and Implication)

Thesis

Hanim Ismail (PhD student) and her thesis writing is still progressing. She is scheduled to graduate from the program in year 2015.

Thesis titled: Dasar Pandang ke Timur: Acuan dan Perubahan Kearah Kemajuan
(Look East Policy: The Mold and Change Towards Development)

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)

1. Titled: Dasar Pandang Ke Timur: Penilaian Selepas 30 Tahun Perlaksanaan

(The Look East Policy: Assessments After 30 years of Implementation)

Author: Kartini Aboo Talib @ Khalid and Nidzam Sulaiman (eds.)

Publisher: Dewan Bahasa Pustaka (DBP)

Date of book: Forthcoming in January 2014