



UNIVERSITI
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Unleashing Potentials
Shaping the Future



-SOCENTRUM-

keeping you informed

An Internal Bulletin of FBM

FACULTY OF BUSINESS AND MANAGEMENT



July - December 2023

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FACULTY OF BUSINESS AND MANAGEMENT (FBM)

AN INTERNAL
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Assalamualaikum Wrt. Wbt.

Warm greetings for the New Year 2024! As we step into the dawn of this promising year, I am delighted to welcome you to another edition of the Faculty of Business and Management's e-Bulletin, SOCENTIUM.

Our remarkable success in the second half of 2023 stands as a testament to our unwavering commitment to realizing the university's established goals. The seamless organization of several international conferences, achieved through collaborative efforts with esteemed international partners, industry affiliates, and globally renowned universities, reflects our dedication to academic excellence. Furthermore, our lecturers have played significant roles on the international stage, serving as keynote speakers and visiting lecturers. These accomplishments are complemented by our substantial strides in publications and research, with considerable support from industry grants for research and consulting initiatives.

Our interactions with industry partners, especially during Industry, Community and Alumni Network (ICAN) Week 2023, have been outstanding. The collaboration with 58 companies, featuring CEOs and industry experts, including notable figures like Tan Sri Azman Mokhtar from Lembaga Tabung Haji Malaysia, Ms. Tracy Chen Wee Keng from AmlInvestment Bank, and Dato' Zain Azhari Mazlan from Securities Commission Malaysia, has strengthened our ties. Notable companies such as GS1 Malaysia Sdn. Bhd., Sufi Group Sdn. Bhd., and UOB Bank, along with celebrities like Datin Rebecca Nur Al Islam, have contributed to the success of this event.

On the student front, our activities have taken a global dimension with students participating in mobility programs to Germany, South Korea, and Indonesia for credit transfer initiatives. Locally, our students are actively involved in community service, societies, and NGOs through a total of 19 student societies.

In terms of academic programs, we've embraced flexible learning for all 15 bachelor's programs since October 2023, marking a shift towards a virtual university status. Looking ahead, our journey involves a relentless pursuit of MOOC development and micro-credentials, aligning our educational offerings with contemporary trends. Our commitment to securing industrial recognition for our academic programs, from diploma to Ph.D., remains steadfast.

As we set our sights on 2024, our ambitious agenda is geared towards uplifting all academic programs to new heights by securing profound recognition from relevant industries. Collaborations with major tech giants, including Facebook, Google, YouTube, TikTok, and Instagram, will not only extend to our programs but will intricately enhance individual courses, fortifying the employability of our graduates.



Professor Dr. Firdaus Abdullah
Dean
Faculty of Business and Management

A pivotal goal is to secure accreditations for all our academic programs from various professional bodies, institutes, and associations. This endeavor aligns with our commitment to provide education of the highest caliber. Additionally, we are set to organize a series of international conferences, fostering partnerships with renowned universities and industries worldwide. The exchange of knowledge will extend beyond borders as we send our lecturers and students for international engagements, creating a rich tapestry of global learning experiences.

Further enriching our academic landscape, we plan to establish additional Research Interest Groups (RIG) and Research Groups (RG), covering a diverse array of topics, reflecting our commitment to multifaceted research excellence. Initiatives towards EQUIS EFMD accreditation and a targeted improvement in QS subject rankings underscore our commitment to global standards.

Looking beyond academia, we are gearing up for collaborations in the form of Memoranda of Agreement (MOA) with top 300 QS World University Ranking and Forbes 2000 companies. The launch of our executive education programs and short courses, crafted in collaboration with professional bodies, institutes, and industries, is set to become a cornerstone in providing high-level training to our stakeholders.

In line with our commitment to continual improvement, we are introducing new master's programs, namely Master in Strategic Supply Chain and Master in Finance for 2024. This strategic move aims to increase our postgraduate student numbers and foster academic excellence.

As part of our income generation initiative, we are venturing into business partnerships with selected industries, involving students in entrepreneurial projects. The establishment of business incubators, advisory panels, and innovation pitching competitions will provide a robust platform for students' involvement in entrepreneurship.

This ambitious agenda hinges on the collaborative efforts of our entire faculty members – academics, non-academics, students, and alumni. Your contributions, whether direct or indirect, are invaluable as we embark on this journey towards excellence. As the largest faculty in Malaysia, our vision is not just about mere size, but we aspire to be recognized as the best, setting new standards in academic excellence, industry relevance, innovative research, and the holistic development of students to become leaders in the dynamic global business landscape. None of this would be possible without the unwavering support, contribution, commitment, and dedication of each one of you.

In closing, I extend my warm wishes for a Happy New Year filled with new opportunities and achievements. Together, let's make 2024 a year of unprecedented success for the Faculty of Business Management.



**ASSOCIATE PROFESSOR DR. AMIRUL
AFIF MUHAMAT**
Deputy Dean
(Research and Innovation)/
Chief Editor for SOCENTiUM
Faculty of Business and Management

Assalamualaikum and greetings to everyone.

I would like to extend my commendations to the dedicated editorial team of SOCENTiUM, the official internal bulletin of the Faculty of Business and Management. This dynamic bulletin serves as a vital medium for disseminating the latest endeavors and accomplishments of both staff and students of FBM.

Within the pages of this edition, you will encounter a rich tapestry of content that not only highlights academic achievements but also delves into the vibrant and innovative initiatives undertaken by the faculty. From groundbreaking research endeavors to impactful community engagement projects, FBM continues to distinguish itself as a hub of academic excellence and forward-thinking leadership.

As you peruse through the diverse and insightful content meticulously curated for the second issues of SOCENTiUM 2023, you will find inspiration and derive genuine enjoyment from the myriad contributions that define the spirit and ethos of FBM.

Message from the **CHIEF EDITORS**

Assalamualaikum and greetings to all.

It is with pleasure that I extend a warm welcome to you for the latest edition of SOCENTiUM. As the Chief Editor, I am thrilled to present a compilation of insightful articles, reflective essays, and inspiring stories that capture the essence of our academic activities in the second half 2023.

This edition stands as a testament to the remarkable contributions of our esteemed faculty members who continue to shape the intellectual landscape within our institution. The diverse expertise and unwavering commitment to excellence exhibited by our faculty are not only showcased in this bulletin but also resonate throughout the academic corridors, influencing the minds of our students and contributing to the broader academic discourse.

To our readers, I encourage you to delve into the pages of SOCENTiUM and explore the wealth of ideas and discoveries that emanate from our vibrant academic community. As we navigate the ever-evolving landscape of education, let this publication be a source of inspiration and a testament to the collective achievements of our esteemed faculty.

Thank you for being part of this enriching journey.



DR. NORLIZA CHE YAHYA
Chief Editor for SOCENTiUM
Faculty of Business and Management

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FBM Highlights

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WELCOMING

THE NEW VICE CHANCELLOR OF UiTM

PROFESSOR DATUK DR. SHAHRIN BIN SAHIB @ SAHIBUDDIN



Professor Datuk Dr. Shahrin bin Sahib @ Sahibuddin
Vice-Chancellor of Universiti Teknologi MARA (UiTM)

It is with great pleasure and a profound sense of anticipation that we extend our warmest greetings on the appointment of the new Vice-Chancellor of Universiti Teknologi MARA (UiTM), Professor Datuk Dr. Shahrin bin Sahib @ Sahibuddin.

Professor Datuk Dr. Shahrin bin Sahib @ Sahibuddin has been appointed as our Vice Chancellor for a period of 3 years effective November 2, 2023 to November 1, 2026. He graduated with a Bachelor of Science and Master of Science in Engineering from Purdue University West Lafayette, United States. He then pursued a Doctor of Philosophy degree in the field of Parallel Processing at the University of Sheffield, United Kingdom.

Professor Datuk Dr. Shahrin bin Sahib @ Sahibuddin was a Senior Professor in the field of Information and Communication Technology at Universiti Teknikal Malaysia Melaka (UTeM). He held the position of Deputy Vice-Chancellor (Academic and International) of UTeM in 2013 before assuming the role of Vice-Chancellor of UTeM for five years the following year. Professor Datuk Dr. Shahrin bin Sahib @ Sahibuddin possesses leadership expertise in public universities, as well as administrative experience in various private higher education institutions including Multimedia University (MMU) and Melaka Foundation College.

Professor Datuk Dr. Shahrin bin Sahib @ Sahibuddin possesses a widely esteemed academic standing both domestically and internationally, thus being capable of enhancing the university's prominence by advancing UiTM's exceptional performance, particularly in the current era of transformative technology. He is also strives to empower UiTM as the nation's main educational institution in producing Bumiputera graduates who are competitive and future-proof.

The university is a community that functions as a dynamic and heterogeneous ecosystem that flourishes through collaboration, innovation, and inclusivity. During the Vice Chancellor's Welcoming Ceremony, Professor Datuk Dr. Shahrin bin Sahib @ Sahibuddin urged the UiTM community to strive for the realization of UiTM's mission and vision through the cultivation of collaboration - "Berat sama dipikul, ringan sama dijinjing" - and capitalize on the existing resources to overcome impending academic challenges. Understanding the historical context surrounding the founding of our university is crucial if we are to effectively equip students with the interdisciplinary skills necessary to thrive in the workforce as well-rounded Bumiputera graduates.

As we embark on this new chapter in the history of our esteemed university, it is indeed a moment of both pride and promise. The role of a Vice-Chancellor is pivotal, serving as the compass that guides the university through the ever-evolving landscape of academia and beyond.

In our new Vice-Chancellor, we are fortunate to have a leader who possesses not only the requisite academic understanding but also the vision, passion, and commitment to propel our institution to greater heights. In the brief period since assuming office, Professor Datuk Dr. Shahrin bin Sahib @ Sahibuddin has already demonstrated a keen understanding of the challenges and opportunities that lie ahead. With a proven track record of scholarly achievements, administrative prowess, and a genuine dedication to fostering a culture of excellence, Professor Datuk Dr. Shahrin bin Sahib @ Sahibuddin is well-equipped to steer the ship of academia in new, uncharted waters.

As we entrust our collective aspirations to the capable hands of our new Vice-Chancellor, let us unite in our commitment to support and collaborate, fostering an atmosphere of creativity, intellectual curiosity, and mutual respect. Together, we can build on the legacy of our institution and write a new chapter marked by innovation, excellence, and societal impact.

We extend our heartfelt congratulations to Professor Datuk Dr. Shahrin bin Sahib @ Sahibuddin, and we look forward to witnessing the positive transformation that his leadership will undoubtedly bring to our beloved university.

AUTHORS:

DR. NORLIZA CHE YAHYA &

DR. MOHAMMAD ZULFAKHAIRI MOKTHAR

PROFOUND APPRECIATION TO FORMER VICE CHANCELLOR OF UiTM PROFESSOR DATUK TS. DR. HAJAH ROZIAH MOHD JANOR



Datuk Professor Ts. Dr. Roziah Janor
Former Vice-Chancellor of Universiti
Teknologi MARA (UiTM)

It is both an honor and a privilege to pen this appreciation for Prof. Datuk Ts. Dr. Hajah Roziah Mohd Janor, the first female vice chancellor of Universiti Teknologi Mara (UiTM) and a visionary leader whose impact on UiTM has been nothing short of transformative.

In the dynamic landscape of higher education, effective leadership requires a unique blend of insight, dedication, and a commitment to fostering an environment of excellence. Prof. Datuk Ts. Dr. Hajah Roziah embodies these qualities with unparalleled grace and foresight.

Throughout her tenure at the helm of UiTM, Prof. Datuk Ts. Dr. Hajah Roziah has steered UiTM to new heights. Under her leadership, we have witnessed the implementation of groundbreaking initiatives that have not only elevated academic standards but have also championed inclusivity and innovation.

What sets Prof. Datuk Ts. Dr. Hajah Roziah apart is not just the strategic understanding but also her unwavering commitment to the students, faculty, and staff of UiTM. Her open-door policy and genuine concern for the well-being of the academic community have fostered an environment where collaboration and achievement flourish.

As we navigate the ever-evolving landscape of education, Prof. Datuk Ts. Dr. Hajah Roziah serves as a beacon of inspiration. Her leadership is not just in bricks and mortar but in the lives touched and the minds shaped within the halls of this university. As such, we would like to take this opportunity to record our highest appreciation and thanks to YBhg. Prof. Datuk Ts. Dr. Hajah Roziah Mohd Janor for her devoted service while leading UiTM.

AUTHORS:
DR. NORLIZA CHE YAHYA &
DR. MOHAMMAD ZULFAKHAIRI MOKTHAR

Up-Close **AND PERSONAL**

**PROFESSOR EMERITUS DATUK DR. RADUAN CHE ROSE
CHAIRMAN OF UiTM'S BOARD OF DIRECTORS**



BREAKING BOUNDARIES: THE TRANSFORMATIVE VISION OF UiTM'S CHAIRMAN FOR THE FUTURE



On the 26th of December 2023, SOCENTiUM had the privilege of an exclusive interview with the esteemed Chairman of UiTM's Board of Directors, Professor Emeritus Datuk Dr. Raduan Che Rose. This enlightening discussion delved into UiTM's goals, challenges, and its pivotal role in shaping Malaysia's future. In an open and insightful dialogue, Datuk Chairman addressed UiTM's commitment to academic excellence, challenges surrounding Article 153 of the Federal Constitution and UiTM 173 Act, and the delicate balance the institution faces between tradition and global competitiveness.

Datuk Chairman opened the conversation by sharing valuable insights on UiTM's strategic goals and impending challenges. In response to a question about UiTM's role in advancing its present agenda and the strategic challenges it faces, Datuk Chairman emphasized the university's crucial mission.

"The fundamental purpose of UiTM is clear – to serve as a leading institution for the education of Malays and Bumiputera, meticulously preparing them for a prominent role in the economic sector.

However, this mission goes beyond mere inclusivity; it aspires to elevate these communities to the highest levels of education."

Datuk Chairman acknowledged the delicate balance UiTM needs to achieve. Besides meeting the educational demands of Malays and Bumiputera, UiTM must be positioned as a major player in the global education arena. The goal is clear: UiTM should rank among the top universities globally and lead the country in shaping the educational landscape, fostering innovation, and producing respected and entrepreneurial graduates, contributing significantly to the nation's progress.

**AUTHORS:
DR. NORLIZA CHE YAHYA &
DR. MOHAMMAD ZULFAKHAIRI MOKTHAR**

This dual commitment entails protecting UiTM's competitiveness globally and developing local talent, especially in the underprivileged B40 segment. UiTM faces hurdles as it charts this ambitious course. Pushing students, particularly those in the B40 segment, to new heights while upholding academic standards is challenging. In UiTM's ideal world, Malays and Bumiputera will not only fulfill international academic requirements but also play a major role in advancing the university's reputation for excellence abroad.

When asked about strategic actions to address the educational challenges faced by the B40 segment, Datuk Chairman widened the perspective, stressing that this issue extends beyond UiTM and is, in fact, a national concern. He outlined the fundamental solution of enhancing access to tertiary education as imperative for Malaysia.

"It is essential for at least 50% of Malaysian youth to have the opportunity to pursue higher education. In this context, UiTM plays a pivotal role, acting as a major player in providing these opportunities in particular to ensure enrolment of students with zero withdrawal rate."

His response seamlessly tied into the national imperative with UiTM's unique position, leveraging its size and facilities to contribute significantly to this ambitious goal. Referring to the targets set by the former Prime Minister in 2005, where UiTM aimed for 200,000 students by 2015 and 250,000 by 2025, Datuk Chairman injected a note of realism. He emphasized the need for a balanced approach, considering UiTM's resources, academic capabilities, facilities, and budget.

This nuanced perspective aimed to set realistic expectations, aligning aspirations with the practicalities of managing a large institution like UiTM.

In outlining UiTM's strategies for income generation, Datuk Chairman has proposed a comprehensive three-pronged approach. Firstly, the institution will leverage its academic programs, with a particular focus on postgraduate, offshore, and franchise programs. Secondly, the exploration of avenues from asset monetization stands as a key initiative, aiming to contribute significantly to the university's coffers. Finally, the establishment of smart partnerships with alumni is envisioned, seeking both financial support and active alumni involvement in advancing the institution. With ambitious financial targets, UiTM aims to generate 30% of its allocated budget and achieve an impressive RM1 billion income by the year 2025. These strategies underscore UiTM's proactive stance in ensuring financial sustainability and active engagement with its academic community and alumni network.

When the conversation delved into the intricate realm of Article 153 of the Federal Constitution and UiTM 173 Act, Datuk Chairman provided a comprehensive explanation of these articles, explaining why the UiTM community should understand these two main sources of UiTM's establishment and emphasizing their role in granting special privileges to ensure Malays' and Bumiputera's access to higher education.

"To grasp the essence of Article 153 and UiTM 173 Act, we must contextualize our nation's current situation. We are confronted with a stark disparity in achievements, economic participation, and asset values."

"The Malays and Bumiputera find themselves lagging behind, a concern that prompted the inception of the National Economic Policy spanning from 1970 to 1990. However, despite these efforts, the gaps persist."

Article 153 and UiTM 173 Act, as explained by Datuk Chairman, extend special privileges to Malays and Bumiputera, addressing the historical imbalance. The intent is not to overshadow other communities, as they are free to pursue education in alternative systems. UiTM stands as a dedicated institution aiming to uplift Malays and Bumiputera socio-economically, with a commitment to enrolling a significant number of students from these groups in alignment with the broader goal of reducing disparities and fostering a more equitable and prosperous future. Datuk Chairman's emphasis on understanding the historical context and intention behind these provisions reinforces UiTM's role in addressing inequalities and contributing to a more dynamic Malaysia.

In envisioning the future trajectory of UiTM during his tenure and anticipating significant transformations ahead, Datuk Chairman responded,

"I am resolute in aligning our aspirations with Malaysia's goal of becoming a leading tertiary education hub in the region, positioning the university as a key player in both national and international academic landscapes."

"In forging ahead, UiTM maintains a dual focus that underlines our distinctive commitment. Despite our primary dedication to meeting the educational needs of the Malays and Bumiputera, our commitment to global competitiveness stands unwavering. This vision extends beyond national borders, signifying our ambition to be a genuine global player, and this is not just an objective it's a mandate we fervently uphold."

To concretize this global perspective, UiTM is committed to meticulously measuring each step against rigorous international benchmarks. The pursuit of excellence is ceaseless, reflecting the institution's determination to ensure that every facet of its programs attains a stature aligning with the very best across the globe. This global mandate serves as a testament to Datuk Chairman's unwavering dedication to providing an education that not only meets international standards but sets new heights. In essence, this commitment signifies UiTM's determination to stand shoulder-to-shoulder with the finest institutions worldwide. This journey toward academic distinction is further underscored by the institution's embrace of the 5S Framework proposed by Datuk Chairman, which includes Shared value, Structure, System, Strategy, and Staff development. Through this comprehensive framework, UiTM aims not only to boost organizational efficiency but also to empower its staff and students for a dynamic future.

Lastly, in rebuilding UiTM's image, the vision extends beyond financial considerations to encompass robust governance and holistic institutional development.

"The transformation I seek goes beyond the superficial; it is a profound shift in mindset and operation. UiTM is not merely a repository of knowledge but a dynamic force shaping the educational landscape. Therefore, as we navigate the complexities of academia, my aspiration is for UiTM to not just meet but exceed the benchmarks we set for ourselves. Each program, each initiative, should be a testament to our unwavering commitment to excellence. In essence, the transformation I envision is a continual journey toward academic distinction, global recognition, and societal impact."

FBM WON THE GLOBAL PROMINENCE AWARD 2023



The Global Prominence Award, established by the Department of International Affairs (DIA) at UiTM Global in 2017, is an annual recognition designed to inspire faculties and departments to elevate their internationalization programs, aligning with UiTM's overarching vision of becoming a globally renowned university in science, technology, humanities, and entrepreneurship. This prestigious award aims to foster innovative ideas and initiatives that organically enhance internationalization efforts.



In the latest edition of the awards, the Faculty of Business and Management, through its dedicated International Unit, demonstrated exceptional achievements across five categories: Student Mobility, Staff Mobility (both inbound and outbound), Student Activities, Research and Innovation, as well as Global Programs and Global Partnerships. As a result of its outstanding internationalization activities, the faculty was honored with the Global Prominence Award for 2023, which includes a trophy and a cash prize of RM3,000.



The award ceremony took place during the Majlis Kemuncak Bulan Inovasi Dan Kualiti UiTM 2023 at Dewan Agung Tuanku Canselor, Universiti Teknologi MARA (UiTM) on the 20th of December 2023. The vice-chancellor, YBhg. Datuk Prof. Dr. Shahrin Sahib @ Sahibuddin, presented the award, which signifies the Faculty of Business and Management's dedication to international excellence.

Congratulations to FBM for this well-deserved achievement!

FBM: THE WINNER OF UiTM OPERATIONAL EXCELLENCE 2023



The Faculty of Business and Management (FBM) is the winner of Operational Excellence UiTM 2023 for the Academic Category entitled FBM-Student Training Information System (STIS) 3.0: Faculty Advisor Appointment Letter.

Furthermore, the FBM, UiTM, has achieved a laudable achievement by having another two projects selected as finalists in the UiTM Operational Excellence 2023 Finalist Presentation Evaluation Session. The projects are:

- FBM-Human Resource Information System (HRIS)
- FBM-Course File Information System (CFIS) 2.0: The Document Checklist Tab.

This recognition signifies that FBM's projects have not only shown improvements in work processes but have also made a positive impact on UiTM's overall management.

FBM expresses gratitude to UiTM and the Institute of Quality and Knowledge Advancement (InQKA) for providing the opportunity and demonstrating confidence in FBM's ability to enhance work processes more efficiently.



CONGRATULATIONS FBM FOR RECEIVING AWARDS IN MAJLIS SANJUNG SARJANA 2023

“Advances in Business Research International Journal” is listed in MyCite 2021/2022.



FBM is awarded "Second Place Award: Highest National Grant Acquisition for UiTM Faculty/College (SS) 2022".

FBM is awarded "Third Place Award: Highest International Grant Acquisition for UiTM Faculty/College (SS) 2022".



CONGRATULATIONS FBM



UiTM, represented by the Faculty of Business and Management, is awarded “Rising Star Partners of The Year” by ICDL at the ICDL Asia Digital Literacy Day 2023.

Congratulations to YBhg. Datuk Zulkifli bin Ishak, Chairman of the Faculty of Business and Management Alumni Association, on the appointment as a Member of the Board of Directors (Knowledgeable and Experienced Representative) of the Universiti Pertahanan Nasional Malaysia from the Faculty of Business and Management, UiTM.



HEARTFELT CONGRATULATIONS EXTENDED TO ★ ESTEEMED KEYNOTE SPEAKERS FROM FBM

- **Professor Dr. Firdaus Abdullah:** Keynote speaker at The 2nd Asia Pacific State of the Art Event on 25-27 October 2023, in Lombok Indonesia.



- **Professor Dr. Firdaus Abdullah:** Keynote speaker at The 10th International Conference on Social Sciences (ICOSS 2023) on 7-8 September 2023, in Singapore.

- **Professor Dr. Firdaus Abdullah:** Keynote speaker at ICDL Asia Digital Literacy Day 2023 on 7 September 2023, in Singapore.

- **Professor Dr. Firdaus Abdullah:** Keynote speaker at The 22nd International Research Conference (IRC 2023) on 8-9 March 2023, in Islamabad, Pakistan.



- **Professor Dr. Firdaus Abdullah:** Keynote speaker at EUMMAS A2S Conference on Global Social and Technological Development and Sustainability (EUMMAS 2023) on 21-23 February 2023 in Dubai, United Arab Emirates (UAE).

- **Associate Professor Dr. Amirul Afif Mohamat:** Keynote speaker at The International Conference on Economic, Business, Management and Accounting on 23 June 2023 in Surabaya, Indonesia.



- **Associate Professor Dr. Sharifah Zannierah Syed Marzuki:** Keynote Speaker at The 2nd UPY International Conference on Education and Social Sciences (UPINCESS) 2023 on 7th September 2023, in Yogyakarta, Indonesia.

- **Associate Professor Dr. Shereen Noranee:** Key speaker at The International Business Webinar by Primeasia University, Dhaka, Bangladesh.

- **Dr. Leylawati Joremi:** Keynote speaker at The International Business and Economics Conference 2023 on 4th November 2023, in Medan, Indonesia.

HEARTFELT CONGRATULATIONS EXTENDED TO ESTEEMED VISITING PROFESSORS AND GUEST LECTURERS FROM FBM



Visiting Professor:

- **Associate Professor Dr. Sohail Ahmed:** Visiting professor at Universitas Padjadjaran, Indonesia.

Visiting Lecturer:

- **Associate Professor Dr. Shereen Noranee:** Visiting lecturer at Faculty of Islamic Economic and Business, Universitas Islam Negeri Raden Intan, Lampung, Indonesia.



Guest Lecturers:

- **Dr. Azlul Kalilah Zaghlol:** Guest lecturer at Universitas 17 Agustus 1945, Surabaya.
- **Dr. Emi Normalina Omar:** Guest lecturer at Department of Agroindustrial Technology, Faculty of Agriculture, Universitas Trunojoyo Madura, Indonesia.
- **Dr. Zahariah Sahudin:** Guest lecturer at Faculty of Economics and Business, Universitas Padjadjaran, Indonesia.



CONGRATULATIONS ON WINNING AND SECURING A CONSULTANCY PROJECT FROM DBKL



Congratulations are extended to the Dean and esteemed lecturers of the Faculty of Business & Management and the College of Built Environment. The success in winning and securing a Consultancy Project from DBKL reflects not only their dedication but also the academic excellence and expertise that the Faculty of Business & Management consistently upholds. Professor Dr. Firdaus Abdullah, as the Dean, has demonstrated exceptional leadership, paving the way for significant accomplishments.

Dr. Azhan Rashid Senawi and Dr. Mohammad Zulfakhairi Mokhtar, as Senior Lecturers, have showcased their commitment to academic and professional excellence. Their involvement in this consultancy project highlights their dedication to advancing not only their own knowledge but also contributing to the growth and development of the institution.

May this noteworthy achievement serve as an inspiration for the entire FBM community to continue striving for excellence in academia, research, and consultancy. The collaboration with DBKL is a testament to the Faculty's relevance and impact beyond the academic realm, further solidifying its position as a hub of knowledge and expertise. We look forward to witnessing the positive outcomes and contributions that will undoubtedly emerge from this consultancy project, and we are confident that the Faculty of Business & Management will continue to flourish under the guidance of its distinguished leaders and educators.

Congratulations once again on this well-deserved success!

★ CONGRATULATIONS TO NEWLY PROMOTED PROFESSOR, ASSOCIATE PROFESSOR AND SENIOR LECTURERS

May this recognition motivate all to give more to the students, faculty, and community

From
The Dean and members of the
Faculty of Business & Management, Universiti Teknologi MARA (UiTM)



CONGRATULATIONS TO ALL WINNERS IN e-ConDev 2023

The Faculty of Business and Management (FBM), UiTM Selangor, has emerged as one of the winners of the prestigious International e-Content Development Competition 2023 (e-ConDev2023) held by the Institute of Continuing Education and Professional Studies (ICEPS).

The objectives of the International e-Content Development Competition 2023 (e-ConDev2023) are:

- To exhibit innovative eContent (MOOC, Micro-Credential, OER and eLearning innovations).
- To elevate the quality of eContent used in the teaching and learning process.
- To nurture interest in and encourage the development of e-content.
- To share best practices in teaching and learning.



CSM510 – MOOC for Customer Retention & Service Recovery (Gold Award and Best MOOC for Business and Management Award) by Mohammad Zaim Mohd Salleh, Nor Sara Nadia Muhamad Yunus, Nadiyah Maisarah Abdul Ghani, Norliza Saiful Bahry & Nur Najjah Abdul Rahim.



UBM599 – MOOC for Digital Workforce (Gold Award) by Ibhrahim Zakaria, Mohd Faizul Hassan, Norazlan Anual, Zarina Begum Ebrahim, Wan Masnieza Wan Mustapha & Nooradzlina Mohd Pauzi.



MKT539 – MOOC for Brand Management (Silver Award) by Nor Sara Nadia Muhamad Yunus, Mohammad Zaim Mohd Salleh, Nadiyah Maisarah Abdul Ghani & Norafifah Mohd Ariffin.

CONGRATULATIONS TO ALL WINNERS IN e-ConDev 2023

CSM452 – MOOC for Customer Service Principles (Silver Award) by Noor Azlina Muhammad Yunus, Mohammad Zaim Mohd Salleh, Ibbrahim Zakaria, Ahmad Zuhairi Zainuddin & Dr. Nor Zawani Ibrahim@Mamat.



UMC091 – Micro-Credential for Organizing Events (Gold Award) by Mazuin Mat Halif, Norazlan Annual, Ibbrahim Zakaria, Zatul Himmah Abdul Karim, Norlida Zakirai @ Zakaria & Dr. Muhammad Faizal Samat.



UMC173 – Micro-Credential for Research Proposal (Bronze Award) by Assoc. Prof. Dr. Abdul Kadir Othman, Assoc. Prof. Dr. Shereen Noranee, Mohammad Zaim Mohd Salleh, Ibbrahim Zakaria & Azmi Mat.



CONGRATULATIONS TO FBM STUDENTS ON RECEIVING COVETED PROFESSIONAL CERTIFICATION (ASSOCIATE PROFESSIONAL IN MANAGEMENT)



We are delighted to extend our warmest congratulations to 23 exceptional students from the Faculty of Business and Management, Universiti Teknologi MARA, for their remarkable achievement in receiving a coveted professional certification (Associate Professional in Management), conferred by the highly esteemed European Marketing and Management Association (EUMMAS). These extraordinary individuals have demonstrated their exceptional dedication and prowess in academic and non-academic exercises, setting themselves apart as one of the top students for the year 2022.



The EUMMAS certification is a testament to the students' outstanding academic excellence, unwavering commitment, and exceptional capabilities in the field of business and management. This prestigious recognition reflects not only their hard work and perseverance but also their profound understanding of contemporary business and management practices in the global landscape.



By being among the top students in the Faculty of Business and Management, these 23 exceptional individuals have proven themselves to be future leaders and innovators in the world of business and management. Their accomplishment not only brings immense pride to themselves but also to their families, faculty members, and the entire Universiti Teknologi MARA community.

RECIPIENTS OF COVETED PROFESSIONAL CERTIFICATION (ASSOCIATE PROFESSIONAL IN MANAGEMENT)

This remarkable feat underscores the Faculty of Business and Management's commitment to academic excellence, as well as its dedication to nurture and produce top-tier graduates who are equipped to tackle the challenges of the business world with confidence and expertise. With this prestigious certification, these students are poised to make a significant impact in various sectors of the business world, contributing to economic growth, innovation, and sustainability.

To the 23 recipients of the Associate Professional in Management certification from EUMMAS, we applaud your exceptional accomplishments and extend our heartfelt congratulations on this momentous occasion. Your achievements serve as an inspiration to your peers and future generations of students aspiring to excel in the field of business and management.

As you embark on the next phase of your professional journey, we do not doubt that you will continue to shine brightly and leave an indelible mark in the world of business.

Congratulations once again on this well-deserved recognition, and may you continue to soar to greater heights in all your future endeavors! From the Dean and the Faculty of Business & Management.

List of Conferred Students:

1. **Hazimahtun Hasyimah Binti Md Shariff** - Bachelor in Office Systems Management (Hons.)
2. **Nur Afiqah Binti Ahmad Kamaruddin** - Bachelor of Event Management (Hons.)
3. **Nur Aliah Binti Ahmad Rapaie** - Bachelor of Business Administration (Hons.) Finance
4. **Natasya Suraya Binti Md. Suffwan** - Bachelor of Business Administration (Hons.) Human Resource Management
5. **Nur Alia Nadira Binti Mohd Ali Hanafiah** - Bachelor of Business Administration (Hons.) Islamic Banking
6. **Nurul Aqilah Binti Sapingi** - Bachelor of Business Administration (Hons.) International Business



RECIPIENTS OF COVETED PROFESSIONAL CERTIFICATION (ASSOCIATE PROFESSIONAL IN MANAGEMENT)



7. **Roosyidah Binti Ahmad Nazeri** - Bachelor of Business Administration (Hons.) Marketing
8. **Mohamad Amin Muqtadir Bin Mohamad Rosli** - Bachelor of Digital Marketing (Hons)
9. **Nur Azlin Binti Jahipin** - Bachelor of Business Administration (Hons.) Business Economics
10. **Miza Asfariena Binti Mazlan** - Bachelor of Customer Service Management (Hons.)
11. **Nurhadirah Aimi Binti Zulkefli** - Bachelor of Business Administration (Hons.) Operations Management
12. **Atiyah Khalidah Binti Kamal Ariffin** - Bachelor of Business Administration (Hons.) Insurance
13. **Nur Syamimi Binti Suliman** - Bachelor of Health Administration (Hons.)
14. **Muhammad Zuhair Jumat Bin Hishamuddin Jumat** - Bachelor of Business Administration (Hons.) Investment Management
15. **Hayatun Nur Shahirah Binti Mohd Sani** - Bachelor of Business Administration (Hons.) Retail Management
16. **Inss Emelda Teo Binti Redzuan Teo Soon** - Bachelor of Business Administration (Hons) Entrepreneurship
17. **Nurul Farrah Yusreana Binti Shamsul Bahari** - Bachelor of Business Administration (Hons.) Transport
18. **Noor Alycia Binti Norman Sabri @ Alfian Sabri** - Diploma in Business Studies
19. **Juhaiza Binti Usri** - Diploma in Office Management And Technology
20. **Muhammad Shukrie Bin Mozli** - Diploma in Banking Studies
21. **Nabil Bin Zakaria** - Diploma in Business Studies (Insurance)
22. **Puteri Nur Sarah Binti Megat Mohd Ruzaini** - Diploma in Business Studies (Transport)
23. **Muhammad Asjad Bin Mohamad Ashrri** - Diploma in Investment Analysis

RECIPIENTS OF COVETED PROFESSIONAL CERTIFICATION (ASSOCIATE PROFESSIONAL IN MANAGEMENT)



CONGRATULATIONS

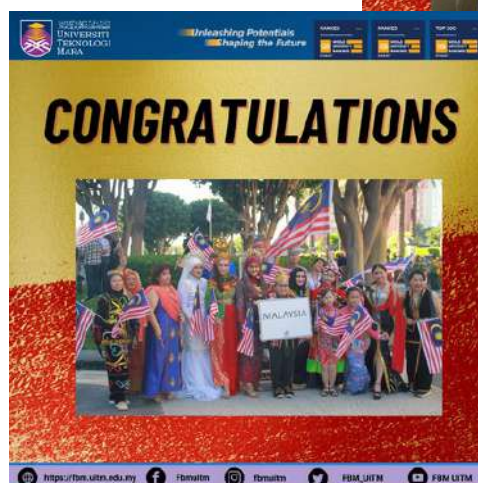
YBHG. DATO' DANIA FOR THE WIN AT THE WORLD CHAMPIONSHIP OF PERFORMING ARTS



Congratulations to YBhg. Dato' Dania Abd Wahab, Director of Corporate Affairs (International) of KNKV Group and Ph.D student of Faculty of Business & Management (FBM), on her remarkable achievement in promoting and elevating Malaysia's reputation on the global entertainment stage at the World Championships of Performing Arts at the United States of America. Dato' Dania has been honored with prestigious awards in the following:

Modeling (30+ yrs)

- **Photoshoot:** Gold & Champion of the World
- **Spokesmodel:** Silver & Champion of the World
- **Casual:** Silver
- **Formal:** Silver
- **Pageant:** Silver



CONGRATULATIONS

TO 2022 UiTM BEST GRADUATE AWARD RECIPIENTS



Congratulations to Aisyah Mohd Azmil, Bachelor of Business Administration (Hons. Islamic Banking) for being one of the recipients of 2022 UiTM Best Graduate Award. Other awards received include:

1. Tun Arshad Ayub Excellence Awards
2. Best Graduate for Faculty of FBM
3. Best Graduate for Programme (Islamic Banking)
4. The Vice Chancellor Award

Congratulations once again for your outstanding accomplishment! We are so proud of you!

CONGRATULATIONS TO THE FIRST RUNNER UP IN THE VICE-CHANCELLOR BAHASA MELAYU DEBATE COMPETITION

Congratulations to Muhamad Amirudin bin Anuar from BA250 Business Administration (Hons.) Business Economics student of the Faculty of Business and Management on his achievement as the First Runner Up in the Vice-Chancellor Bahasa Melayu Debate Competition.



CONGRATULATIONS FOR WINNING PRIZES AT THE MILAD EKIS COMPETITION 2023

The MILAD Ekis Competition 2023, organised by the Faculty of Economics and Business of Universitas Negeri Surabaya, saw the participation of students from the fifth semester of the Bachelor's in Business Administration (Hons.) Islamic Banking programme from the Faculty of Business and Management (FBM) UiTM. Many institutions from Indonesia, Malaysia, and Brunei attended this international tournament.



The students brought great pride to the institution by achieving notable success and being awarded prizes in the recent competition. The award recipients in the Business Plan category are Nur Hafizah Mohd Razif and Jasmin Nabila Faizolhardi. Nur'adilah Balqis Mohd Sha'arani and Siti Hawa Najwa Suffian were recognised as the first runners-up in the category above. In the speaking contest, Munirah achieved third place.

CONGRATULATIONS ON YOUR VOLUNTEERISM FOR “MISI SUKARELAWAN SISWA KE SABAH”

Congratulations to Shahira Nadia binti Mohd Fadzil from BA242 Business Administration (Hons.) Finance student of Faculty Business and Management on her volunteerism for “Misi Sukarelawan Siswa Ke Sabah” held on the 1st until the 18th of September 2023.



CONGRATULATIONS FOR WINNING THE SILVER MEDAL IN THE BLUE CHEVALIERS INTERNATIONAL OPEN 2023

Congratulations to Puteri Rifqah Fahada Binti Azhar, student of BA244 Bachelor of Business Administration (Hons.) Operation Management for winning the prestigious award:

Silver Medal for Female Category in the Blue Chevaliers International Open 2023 held in Phuket from the 23rd to the 29th of July 2023.

The Blue Chevaliers is a group of chess enthusiasts based in Phuket, Thailand, who organizes prestigious international tournaments on an annual basis.



CONGRATULATIONS

ON BEING SELECTED FOR THE INTERNATIONAL EXCHANGE PROGRAM 2023



The Faculty of Business and Management (FBM) extends best wishes to Nurul Izzah Riduan and Engku Aisyah Che Ku Setia, both from BA246, for being selected for the international exchange program at Bina Nusantara University (BINUS), Jakarta, Indonesia starting September 2023 - February 2024 under the ASEAN International Mobility for Students (AIMS) program. All the best!

The Faculty of Business and Management (FBM) extends best wishes to Nur Adibah Ahmad Baharudin (BA246) and Ahmad Firdaus Ahmad Faysha (BA247) for being selected for the international exchange program at Burgas Free University, Bulgaria, starting in August until December 2023 under the Erasmus+ Exchange Program. All the best!



The Faculty of Business and Management (FBM) extends best wishes to Nur Aimi Athirah Binti Jamalee, Yasmin Dudayeva Binti Mashor, Nik Najla Binti Nik Nezar, Aini Munirah Binti Ahmad Sahidi, and Nurul Izwanie Binti Nor Irwan, all from BA246, for being selected for the international exchange program at Kangwon National University, South Korea starting from September 2023 - February 2024 under the ASEAN International Mobility for Students (AIMS) program. All the best!



FBM COURTESY VISIT TO THE CHAIRMAN OF UiTM'S BOARD OF DIRECTORS



The Faculty of Business and Management (FBM) paid a courtesy visit to Emeritus Prof. Datuk Dr. Raduan Che Rose, the Chairman of UiTM's Board of Directors. The delegation was composed of Prof. Dr. Firdaus Abdullah (Dean of FBM) and Prof. Dr. Rugayah Hashim, Ts. Dr. Ahmad Rais Mohamad Mokhtar, and Dato' Dania Abdul Wahab and Prof. (Adj.) Dr. Behrang Parhizkar from ChamRun Digital, a key business partner.

The central topic of discussion revolved around a proposition for Digital Skills Training with the objective of cultivating a digital society that empowers the citizens of Malaysia. The suggested project has the objective of creating cutting-edge technologies and promoting cooperation across different sectors. These efforts will contribute to improving connection, understanding, accessibility, and inclusion within the digital society of Malaysia.



The endeavors are in perfect tandem with the fundamental objectives of the Madani Economy framework, which are to reorganise the economy in a manner that establishes Malaysia as a leader among Asian economies and ensure equitable distribution of the increased wealth among the Rakyat.

The initiative contributes significantly towards realising the 12th Malaysia Plan, particularly in addressing poverty and building an inclusive society, enhancing socioeconomic development, developing future talent, and boosting digitalization and advanced technology.



The program will be proposed to six ministries, namely the Ministry of Rural and Regional Development, the Ministry of Economy, the Ministry of Communications and Digital, the Ministry of Youth and Sports, the Ministry of Women, Family, and Community Development, and the Ministry of Plantation and Commodities. The holistic and comprehensive program will provide digital skills training, especially for the B40 community, youths, and unemployed (or underemployed) citizens, with the goals of creating digital entrepreneurs, improving the national employment rate, and ultimately fostering national socioeconomic development.

YBHG. TAN SRI DR. BASHIR AHMAD ABDUL MAJID THE CHAIRMAN OF MASS RAPID TRANSIT CORPORATION SDN. BHD. (MRT CORP) VISITS FBM



On December 1st, 2023, the Chairman of Mass Rapid Transit Corporation Sdn. Bhd. (MRT Corp), Tan Sri Dr. Bashir Ahmad Abdul Majid, paid a visit to the Faculty of Business Management (FBM) with the aim of exploring opportunities for deeper collaboration between the two organizations. This collaboration is intended to provide students with greater exposure to the real working environment and develop their business skills and experience. During the visit, discussions centered around the importance of academic roles in the corporate world, which involves different values and priorities.

The collaboration between corporations and academic institutions focuses on the combined development and sharing of knowledge, technology, and expertise. To ensure that FBM's content, delivery, and learning methods are in line with industry needs, collaboration with corporations is crucial.

The Dean of FBM, Professor Dr. Firdaus Abdullah, and FBM Executive Members were in attendance at the meeting. During the meeting, Tan Sri Dr. Bashir was presented with his Ph.D scroll and transcript by the Dean.

At the end of the visit, Tan Sri Dr. Bashir took the time to tour FBM's student incubators, FBM's Food Bank, and FBM's He and She Café.



FBM @ AAPBS ANNUAL MEETING 2023



AAPBS Annual Meeting 2023: Fostering Digital and Sustainable Transformation in Business Education was held at the National Taiwan University College of Management, Taipei, on November 9-10, 2023.

The halls of the National Taiwan University College of Management buzzed with intellectual enthusiasm as the 2023 Annual Meeting of the Association of Asia-Pacific Business Schools (AAPBS) unfolded in Taipei. This year's theme, "Digital and Sustainable Transformation in Business Education," gathered esteemed deans and scholars from the most prestigious educational institutions across the region to deliberate and exchange visionary insights.



AAPBS stands as a unique academic beacon in the Asia-Pacific, fostering a platform for elite business education leaders to collectively synergize their experiences, advocating a union that paves the way for advancements in management education. Their mission is not merely confined to refining management education; it resonates with an overarching goal of advancing business education standards and quality across the region.



The annual meeting encapsulated a multifaceted approach, extending beyond conventional knowledge sharing. Attendees delved into a spectrum of activities, including company visits, social events, and cultural experiences, curating a holistic experience that enriched the mind and touched the soul.

FBM @ AAPBS ANNUAL MEETING 2023

The essence of the gathering lay in the shared commitment to collaborative research and teaching methodologies. The pulse of the discussions revolved around building a robust and comprehensive paradigm for an Asian management education model intricately woven within the fabric of a global context.

Prof Dr. Firdaus Abdullah (Dean of the Faculty Business and Management, UiTM), Prof Dr. Hu (Dean of the College of Management, National Taiwan University), host for the event, and Dr. Betty Chung (Secretariat, AAPBS) highlighted the importance of not only collaborating in research and teaching but also forging solid partnerships aimed at elevating the standards of business schools across the Asia-Pacific. The collective vision encapsulated the essence of solidarity and shared dedication toward fostering a new era of business education that integrates digital advancements while maintaining a sustainable approach.

In a world increasingly reliant on digital advancements, the meeting's emphasis on combining technology and sustainability within business education echoed a poignant call to adapt and innovate. AAPBS and its distinguished members embodied the spirit of progress, acknowledging the evolving global landscape while retaining a deep-rooted commitment to the sustainable evolution of business education.

The 2023 AAPBS Annual Meeting concluded with an air of anticipation and determination, signaling not just the end of an event but the commencement of a new chapter in pursuing unparalleled business education standards in the Asia-Pacific region.



FBM SHINES AT ICDL ASIA DIGITAL LITERACY DAY 2023



The Faculty of Business and Management (FBM) was invited to join the ICDL Asia Digital Literacy Day 2023. The event, which took place from September the 6th to the 8th, with the theme "Accelerating Digital Literacy in Asia" and was hosted this year in Singapore, serves as a platform for prominent academic leaders, industry experts and training providers.



This event aimed to showcase significant industry trends and best practices in digital skills and digital learning in Asia from Singapore, Thailand, Vietnam, Brunei, Cambodia, China, India, Indonesia, Malaysia, and Myanmar. Mr. Sim Gim Guan, Executive Director of the Singapore National Employers Federation (SNEF), Ambassador Sarah McGrath from the Embassy of Ireland in Singapore, Mr. Damien O'Sullivan, CEO of the ICDL Foundation, and Miss Tina Wu, General Manager of ICDL Asia, were among the notable figures.



Professor Dr. Firdaus Abdullah, Dean of the Faculty of Business and Management (FBM), was invited to deliver a keynote speech. His speech highlighted UiTM Strategic Plan's commitment to embrace sustainable global higher education.

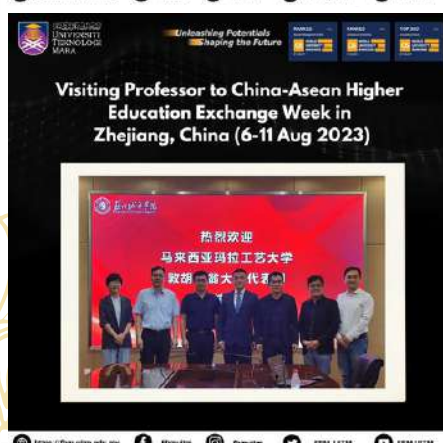
In addition, our esteemed Dean was honored to receive the Rising Star Award on behalf of Prof. Datuk Ts. Dr. Hajah Roziah Mohd Janor, UiTM's distinguished Vice-Chancellor. This award demonstrates UiTM's dedication to success and influencing the future of education.

FBM SHINES AT ICDL ASIA DIGITAL LITERACY DAY 2023

While attending the event, the delegates, including the FBM's ICDL secretariat, Dr. Sharidatul Akma Abu Seman and Assoc. Prof. Ts. Dr. Melissa Shahrom, also visited the Devan Nair Institute of Employment and Employability, ITE College Central, and Singapore Polytechnic (Siemens Lab). During these visits, the delegation engaged in insightful discussions with representatives from each institution, exchanging ideas on best practices in education, technology integration, and skills development. The visit aimed to foster collaboration and establish partnerships to enhance the academic experiences and opportunities for students at the Faculty of Business and Management (FBM), Universiti Teknologi MARA (UiTM).



FBM @ THE CHINA-ASEAN HIGHER EDUCATION EXCHANGE WEEK



The China-Asean Higher Education Exchange Week in Zhejiang, China, featured a distinguished Visiting Professor and took place from August 6th to August 11th, 2023.

The list of delegates is as follows:

Universiti Teknologi MARA (UiTM)

Prof Dr. Firdaus Abdullah, Dean Faculty of Business and Management

Suzhou City University, China

1. Prof Zhan Gao, Vice President
2. Prof Liu, Dean School of Digital Economy & Management
3. Mdm Tang Suzhen, Dean of International Affairs
4. Mr. Yin Weijun, Deputy Secretary

Global Institute in Software Technology

1. Prof Wang Shin, Vice President
2. Prof Wang Zebin, Dean School of International Business
3. Prof Lu Hui Zing, Deputy Director International Office

ACEC China

1. Mr. Yang, Executive Chairman
2. Mr. Alex, Director

Universiti Tun Hussein Onn Malaysia (UTHM)

Associate Prof Dr. Goh Kai Chen

Discussion centered on partnerships in the following areas:

- Summer & winter exchange programs, outbound/inbound international mobility
- China-Malaysia International Exchange Government Scholarship
- Centre of Excellence for Digital Economy Research
- Entrepreneurship postgraduate & executive education
- Visiting lecturer/professor
- Joint research and publications with international industries
- Joint diploma/TVET programs

May these collaborative endeavors yield advantageous outcomes for all parties involved.

SIDC & FBM COLLABORATED TO ORGANIZE INVESTED PROGRAM

On 28 Nov 2023, the INVESTED program under SIDC collaborated with the Faculty of Business and Management UiTM Puncak Alam and several key people in the industry, such as YM Tengku Zarina Tengku Chik, the Chief Executive Officer of Security Industry Development Corporation (SIDC), Tan Sri Azman Haji Mokhtar, Chairman of Lembaga Tabung Haji Malaysia, and Dato' Zain Azhari Mazlan, the Executive Director of Corporate Finance and Investments of Securities Commission Malaysia. Also part of the collaboration were Tracy Chen Wee Keng, the CEO of Am Investment Bank Berhad, Intan Ruhanida Ramli, Head of InvestED Secretariat, Security Commission Malaysia, Kelvin Ho Jern Yang, Head of Futures, Affin Hwang Investment Bank Berhad, Shahrin Shaikh Mohd, Chief Compliance, Risk and Legal Officer, AHAM Asset Management Berhad, and a moderator, Nadia Azmi, a TV3 News Anchor.

This program was held at DK500 by the Human Resource Society (HURES) in collaboration with the Office of Industry, Community and Alumni Network (ICAN). It was officiated by the Dean of the Faculty of Business and Management, Professor Dr. Firdaus Abdullah.

This program consisted of 4 sessions:

- **InvestED: Next Gen Capital Market Talent**
- **The Malaysian Capital Market: Driving Economic Growth**
- **A session with an Iconic Speaker**
- **A Career in the Capital Market: "How You Can Make A Difference"**

The program focused on the Malaysian Capital Market, its purpose and players, and also the exposure to the InvestED Leadership & Foundation program. A total number of 600 FBM students made it appear lively and pleasurable. FBM is grateful for this excellent opportunity to enhance University-Industry collaborations for mutual benefits. A huge thank you to everyone who contributed to the successful completion of this program.



ICDL IS BACK TO FBM AGAIN!

INTERNATIONAL COMPUTING & DIGITAL LITERACY (ICDL) ASIA



The meeting held on August 18, 2023, was a significant gathering that brought together representatives from the Faculty of Business and Management (FBM) and the International Computing & Digital Literacy (ICDL) Asia. The main focus of the meeting was to strengthen their collaboration following the Memorandum of Understanding (MOU) signed in 2022.



Professor Dr. Firdaus Abdullah, the Dean of FBM, along with the working committees of ICDL, warmly welcomed Mr. Damien O'Sullivan, CEO of ICDL Foundation, Ms. Tina Wu, General Manager, and Mr. Nigel Ngiam, Market Development Manager of ICDL Asia, to FBM. The discussions primarily revolved around collaborative digital projects aimed at enhancing student development, creating professional opportunities, and advancing research pursuits. The meeting also facilitated an exchange of ideas to promote positive engagement between the two parties.



FBM expressed gratitude for the visit from ICDL Asia and showed enthusiasm for exploring potential future collaborations. This gathering wasn't just a routine meeting - it symbolized the enduring partnership between FBM and ICDL Asia, signifying a commitment to nurturing the existing collaboration and laying the groundwork for future ventures that promise mutual growth and academic excellence. As the meeting concluded, there was a sense of optimism, indicating that these collaborative efforts will lead to new opportunities for innovation, learning, and success for both parties.

POTENTIAL COLLABORATION BETWEEN FBM & CILTM SELANGOR



CHARTERED INSTITUTE OF LOGISTICS AND TRANSPORT (CILTM) SELANGOR

Professor Dr. Firdaus Abdullah, the Dean of the Faculty of Business and Management (FBM), was invited to join a luncheon meeting with YBhg. Professor Emeritus Dato' Dr. Hassan Said, Pro Chancellor of UiTM together with Professor Ts. Dr. Norazah Abd Rahman, Deputy Vice-Chancellor (Research & Innovation), Professor Ir. Ts Dr. Hj. Mohd Nasir Taib, Director of MITRANS, Dato' Dr Mohamed Amin Bin Mohd Kassim of FCILT – Chairman of CILTM Selangor Section, Hj Omar Suhaimi Abu Hassan of FCILT - Vice Chairman of CILTM Selangor Section, and Associate Professor Dr Harlina Suzana Jaafar, CMILT at Hotel UiTM Shah Alam.

MEETING WITH MITRANS

MALAYSIA INSTITUTE OF TRANSPORT (MITRANS)

A meeting with Majlis Penasihat Institut Pengangkutan Malaysia (MITRANS) was held on August 3rd, 2023, from 9.00 a.m. to 12.30 p.m. YBhg. Profesor Datuk Ts. Dr. Hajah Roziah Mohd Janor, Vice-Chancellor of UiTM, chaired the meeting.

Together with the Vice-Chancellor were the Dean of FBM, Professor Dr. Firdaus Abdullah, and other key players such as representatives from Kementerian Pengangkutan Malaysia, Keretapi Tanah Melayu Berhad, Northport (M) Bhd, NIOSH Certification Sdn. Bhd., Prasarana Malaysia, PKT Logistics Group and many others in their respective fields.



EXPLORATION OF COLLABORATION BETWEEN FBM & InSPiR2eS NETWORK



A collaboration between the Faculty of Business and Management (FBM) and The International Society of Pitching Research for Responsible Science (InSPiR2eS) Network, conducted seamlessly through the Google Meet platform, marks the inception of potentially transformative partnerships. Engaging in this digital discourse were key figures such as Professor Dr. Robert Faff, the distinguished Founder of the network and pioneer of the Pitching Research Framework, Professor Dr. Firdaus Abdullah, the esteemed Dean of FBM, Associate Professor Dr. Amirul Afif Muhamat, Deputy Dean of Research and Innovation, and Dr. Norliza Che Yahya, Coordinator of Research and Innovation, along with Dr. Nurul Syifaa Mohd Shakil.

The focal point of this virtual rendezvous was the exploration of collaborative ventures between FBM and the InSPiR2eS Network. Among the exciting prospects discussed was the potential adoption of a pitching research template within the framework of a postgraduate colloquium. This innovative approach aims to foster a dynamic platform for scholars to present their research in a compelling and effective manner.

Furthermore, the meeting delved into the groundwork for the upcoming national pitching research competition in Malaysia. The vision is to create a space where early-career researchers, postgraduate students, industry partners, and the local community can converge, share insights, and propel the frontiers of responsible science. Both FBM and InSPiR2eS Network expressed optimism regarding the prospects of these initiatives, foreseeing a rich tapestry of research collaboration that extends beyond institutional boundaries.

The collaborative spirit witnessed in this virtual meeting is poised to bring forth manifold benefits not only to FBM and UiTM but also to the broader research community affiliated with the InSPiR2eS Network. It underscores a commitment to pioneering methodologies and frameworks that contribute significantly to the advancement of responsible science. As the groundwork for future collaboration takes shape, the potential for groundbreaking research outcomes and impactful community engagement stands as a testament to the vibrant synergy between academia and responsible research practices.

FUTURE COLLABORATION OPPORTUNITIES ★ MEETING BETWEEN iCEPS & FBM



The collaborative efforts between the Faculty of Business and Management (FBM) and the Institute of Continuing Education & Professional Studies (iCEPS) at Universiti Teknologi MARA (UiTM) reached a significant milestone during their meeting on August 4, 2023. The gathering, held at the FBM's Deanery Office on the Puncak Alam Campus, was orchestrated under the guidance of Prof Dr. Firdaus Abdullah, the esteemed Dean of FBM.

This crucial meeting brought together key figures from both institutions, including Datuk Professor Dr. Azizul Halim Yahya, the Chief Executive Officer of iCEPS, Dr. Wan Norbani Wan Noordin, Director of Transnational Education at iCEPS, and Dr. Nor Farradila Abdul Aziz, Deputy Dean of Industry, Community, and Alumni Network at FBM. The academic synergy was further enriched by the presence of Associate Professor Dr. Keshminder Singh Jit Singh, Head of the Department of Postgraduate and Professional Studies (DPPS) at FBM, and Dr. Azlul Kalilah Zaghlol, Professional Studies Coordinator at DPPS FBM.

The primary focus of the meeting was to explore and deliberate on potential collaborative projects between FBM and iCEPS. A pivotal point of discussion revolved around the prospect of introducing franchise education, a venture proposed by the Department of Transnational Education at iCEPS, with implementation to be overseen by FBM.

This session was marked by its productivity, fostering a vibrant exchange of ideas and insights between the two entities. The collaborative spirit was palpable as both parties shared their visions, objectives, and best practices. Such interactions are integral in establishing a foundation for successful future collaborations.

FBM expresses its sincere gratitude for the visit from iCEPS and looks forward with anticipation to the promising possibilities that lie ahead. The potential collaboration holds the key to innovative educational initiatives that could significantly benefit both institutions, contributing to the broader academic excellence of UiTM. This meeting stands as a testament to UiTM's commitment to fostering collaboration and pushing the boundaries of educational advancement.

FBM STRATEGIC MEETING WITH INDUSTRY PARTNERS

PETRO TEGUH SDN. BHD.



A meeting was chaired by Professor Dr Firdaus Abdullah, Dean of FBM, and attended by Dato Sri Hj Azmin Mustam Abdul Karim, Managing Director of Petro Teguh, Abu Zarim Mohd Yusof (Operation Manager of Petro Teguh), Dr Nor Farradila Abdul Aziz (Deputy Dean Industry, Community and Alumni Network, FBM) and another 5 staff members from Petro Teguh.

The partnership aims to enhance the collaborative efforts between the Faculty of Business and Management and Petro Teguh Sdn. Bhd., which are key to sustainable academic, research and business development. The meeting was held on 4 July 2023 at the Deanery Office, PFI, FBM.

FBM and Alphanova Consulting held a meeting at FBM's Deanery Office, Puncak Alam Campus, to discuss future collaboration opportunities. It was chaired by Professor Dr. Firdaus Abdullah, Dean of FBM and attended by Puan Zurina Abu Bakar, Co-Founder and CEO, Mr Dipak Madhavan, Managing Director from Alphanova Consulting, and other representatives.

The meeting's main goal was to discuss prospective joint projects between FBM and Alphanova Consulting, including collaboration on executive education and short courses for students, alumni, youth, and community. It was a productive meeting where both parties exchanged ideas and gained knowledge from one another. FBM is indeed grateful for the visit and excited about the potential for future collaboration.

ALPHANOVA CONSULTING



EUMMAS



A meeting was conducted between FBM and EUMMAS. EUMMAS representative at the meeting, Prof. Mile Vasic, met with several representatives from FBM led by the Faculty Dean, Professor Dr. Firdaus Abdullah.

This brief but compact meeting discussed several programs and projects that will start as early as January 2024. Among the programs discussed are Student Mobility, Summer Programs, and International Conferences. The faculty is very excited about the commencement of the programs and believes the meeting is the beginning of a very fruitful collaboration.

FBM STRATEGIC MEETING WITH INDUSTRY PARTNERS

MARA LINER SDN. BHD.



Professor Dr. Firdaus Abdullah, the Dean of FBM, was delighted to extend a warm welcome to the MARA Liner Sdn. Bhd. team for a courtesy visit taking place on the 21st of September, 2023. This visit offered an excellent platform to engage in discussions regarding our mutual interests, ongoing research projects, and notable achievements and to exchange insights on the current state of organizational development. Furthermore, it creates an opportunity to explore potential areas of collaboration, which encompassed future research endeavors, academic initiatives, and community engagement efforts, particularly within the public transportation industry, uniting FBM and MARA Liner Sdn. Bhd.

The delegation from MARA Liner Sdn. Bhd. consisted of Mr Wan Mohd Afif (Senior Manager of MyBas), Mr Mohd Ilham Taufiq (Express Bus, Manager) and Mr Mohd Fadzly (Information System Manager).

The discussion centred on the progress of the Santubong Transit Connectivity Project, an ongoing endeavor led by the faculty's research team comprising of Dr Azimah Daud, Associate Professor Dr Harlina Suzana, and Dr Shahrin Nasir. This project holds a pivotal role in solidifying the collaborative efforts between FBM and MARA Liner Sdn. Bhd. as the grant funder. The discussion culminated with an unwavering commitment from both leaders—the Dean and the CEO—in relation to extending the project's coverage in the area of public transport research and development, which promises to bring substantial benefits to the nation.

FBM STRATEGIC MEETING WITH INDUSTRY PARTNERS

RSA KHIDMAT & TEKNOLOGI SDN. BHD.



Dr. Noor Farradila Abdul Aziz, Deputy Dean, ICAN, was delighted to extend a warm welcome to En Azizan Johari, CEO of RSA Khidmat & Teknologi Sdn. Bhd. for a collaborative meeting on December 6, 2023. The meeting is centred around the development and potential commercialization of the LI2U mobile application. FBM's role in this partnership will involve providing theoretical and practical business perspectives and ensuring the app's functionality aligns with real-world business needs. The LI2U app, which is in development, promises to offer groundbreaking solutions, particularly with its student profiling feature, designed to match students with employer requirements.

The student profiling module within the LI2U app is envisioned as a tool that will revolutionize the job-seeking process for students. It aims to create detailed profiles of students based on their academic achievements, skills, interests, and career aspirations. Employers can access these profiles to find candidates who best fit their organizational needs, making the recruitment process more efficient and targeted. RSA Khidmat & Teknologi Sdn. Bhd. will contribute its technological expertise, focusing on creating a robust, user-friendly, and scalable application. Both FBM and RSA Khidmat & Teknologi expressed optimism about the app's ability to appeal to a broad spectrum of users, ranging from students to business professionals. This partnership not only marks a significant step in technological innovation but also demonstrates the importance of collaborative efforts between FBM and the tech industry. The development of the LI2U mobile application stands as a shining example of the synergistic power of combining academic knowledge with technological and industry expertise.

FBM STRATEGIC MEETING WITH INDUSTRY PARTNERS

FACULTY OF ECONOMICS AND BUSINESS (FEB), UNIVERSITAS INDONESIA

A delegation from the Faculty of Economics and Business (FEB), Universitas Indonesia, visited the Faculty of Business and Management (FBM) UiTM recently. Associate Professor Dr. Teguh Dartanto, the Dean of FEB, led the group along with two other academic staff members and one administrative staff member.

The meeting reflected on the recent activities in which the two institutions had participated and to plan for future collaboration. Several impactful activities have been implemented in the last six months, such as a visiting lecturer program, international community engagement, and joint publication.

Therefore, both faculties' leadership has agreed to design and execute some activities in the future for the students, staff, and community. Professor Dr. Firdaus Abdullah, Dean of FBM, presided over the session, which was attended by Associate Professor Dr. Zarina Denan, Deputy Dean of Academic Affairs, and Associate Professor Dr. Amirul Afif Muhamat, Deputy Dean of Research and Innovation.



MOKTI'S



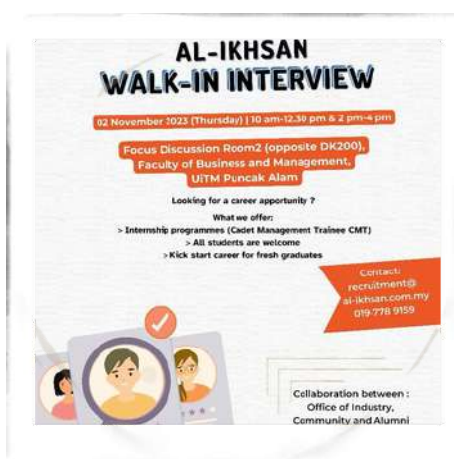
FBM will joint venture with Mokti's in pooling the resources and expertise to operate an outlet at FBM. This collaboration focuses on the entrepreneurship academia centre, on-the-job training for students, and creating new ideas @ Mokti's. The collaborative agreement between the two parties will equip students with a holistic entrepreneurial ecosystem built specifically to support students' ideas and help them grow their businesses.

The meeting was held at Mokti's Puncak Alam on 24 August 2023. The meeting was attended by Mr Haq Khider (Mokti's representative), Professor Dr Firdaus (Dean FBM), Assoc. Prof. Datin Sri Dr Nazura Mohamed Sayuti (Director of Alumni Network Centre), Associate Professor Dr Zarina Denan (Deputy Dean of Academic Affairs), Dr Nor Farradila Abdul Aziz (Deputy Dean of Industry, Community and Alumni Network) and Associate Professor Dr. Mohammed Hardy Loh Rahim (Head of Business Development Unit, FBM).

AL-IKHSAN SPORTS @ FBM



The highly anticipated "MEGA TALK WITH CHAIRMAN: ROAD TOUR UiTM x AL-IKHSAN SPORTS SDN. BHD." finally made its way to FBM. Taking place at the DK200 PFI Building, Faculty of Business and Management on November 2, 2023, this program featured none other than Al-Ikhsan's Chairman, Tuan Haji Ali Hassan. The collaborative effort of the Industry, Community and Alumni Network Office (ICAN) Shah Alam, the Faculty of Business Management, and the D'Entrepreneurship Society led to an impactful event. The partnership with the renowned sports brand in Malaysia, Al-Ikhsan Sports Sdn. Bhd., adds an extra layer of significance to this occasion, creating an exciting platform for engagement and knowledge sharing.



The collaborative effort between the Office of Industry, Community and Alumni Network (ICAN), Faculty of Business and Management, in partnership with Al-Ikhsan Sports Sdn. Bhd., has resulted in the initiation of the Al-Ikhsan Walk-In Interview event. This unique opportunity offers both internship placements and career prospects, particularly through the Cadet Management Trainee (CMT) internship programs. Aimed at accommodating students from all academic backgrounds, the event serves as a platform for individuals seeking internships and fresh graduates eager to kickstart their careers. The initiative underscores the commitment to fostering a seamless transition from academia to the professional realm and provides a valuable opportunity for students and graduates to engage with potential employers directly. The event is undoubtedly a golden opportunity for those looking to explore and secure positions in the dynamic field of sports management and retail.

FBM ORGANIZED INNOVATION & BIZ PITCH FEST 2023



The Faculty of Business and Management organized the FBM Innovation & Biz Pitch Fest 2023 with support from Unit Perancang Ekonomi Negeri Selangor (UPEN), and it was held on July 4, 2023, at DK500, UiTM Puncak Alam. A triple helix model, which focuses on the engagement and networking between universities, governments, and industries, accurately captures this strategic collaboration.

This program aimed to showcase students' innovative thinking and business skills with the theme "The Future for Sustainability".

This program was a collaboration between the Department of Student Affairs, Faculty of Business and Management, Entrepreneurship Unit, Business Research and Innovative Club (BRIC), and D'Entrepreneurship Society (D'ENTS), and involved about 300 students.

A panel of judges, including MOSTI, UOB Bank, MDEC, SME Bank, INSKEN, MARA, PERNAS, and UniKL, evaluated the 19 finalists. This program successfully produced students with entrepreneurship and innovative skills per the university's vision "To establish UiTM as a Globally Renowned University of Science, Technology, Humanities, and Entrepreneurship".

The organizers congratulate everyone for participating and hope this competition will further inspire the thirst for knowledge and entrepreneurship for many years.



UiTM HOSTS THE CLOSING CEREMONY OF THE NATIONAL YOUTH FINANCIAL LITERACY CONVENTION 2023



10 October 2023: The Closing Ceremony of the 2023 National Youth Financial Literacy Convention was held yesterday in Dewan Berlian, Puncak Alam Campus, UiTM Selangor branch. The convention was officiated by YAB Dato' Seri Dr. Ahmad Zahid Bin Hamidi, Deputy Prime Minister. Present during the ceremony was YB Hannah Yeoh, Minister of Youth and Sports, YBhg. Ts. Dr. Nagulendran Kangayatkarasu, Chief Secretary of KBS, YBhg. Professor Emeritus Datuk Dr. Raduan Che Ros, Chairman of the UiTM Board of Directors, University Executive Council, UCS Executive Members and also Professor Dr. Firdaus Abdullah, Dean of the Faculty of Business and Management, UiTM.



The convention successfully reached out to more than 1,500 participants, mainly from UiTM, ministries, 25 governmental agencies, and various other universities and colleges in Klang Valley. The convention is a collaboration between UiTM (Office of Deputy Vice Chancellor ICAN and FBM), together with i-LEAD, which is an agency under the Ministry of Youth and Sports.

"Self Transformation: Cultivating Financial Literacy Youth Ability" is the theme for this convention, which aimed to focus on Financial Literacy education, in line with the framework of the 12th Malaysia Plan.



In addition to that, this convention was also a platform to create a generation of youth who have a high level of financial literacy and are ready to face the increasingly dynamic economic situation besides inculcating the habit of saving and managing finances wisely among Malaysian youth. This is important so that today's youth know how to manage money and avoid serious debt.

Collaborations such as this between FBM and industry partners will continue to equip students with financial knowledge. We at FBM encourage and welcome continuous efforts to enhance financial literacy especially among the younger generation in Malaysia.

FBM SUCCESSFULLY ORGANIZED THE 5TH ADVANCES IN BUSINESS RESEARCH INTERNATIONAL CONFERENCE (ABRIC 2023)

Faculty of Business and Management (FBM), Universiti Teknologi MARA (UiTM), successfully organized the 5th Advances in Business Research International Conference 2023 (ABRIC 2023) at Resorts World Langkawi on September 27, 2023. This conference, co-organized with Fakultas Ekonomika and Bisnis, Universitas Negeri Surabaya, Faculty of Business, Universitas Multimedia Nusantara, and Faculty of Business Management and Professional Studies Management and Science University (MSU), Shah Alam. ABRIC 2023 provided a platform for academicians, researchers, professionals, and postgraduate students to share new ideas in research, engage in global interactions and commercialization of ideas, and create an international research network. It was such an honor for ABRIC 2023 to receive support from their co-organizers to ensure the conference has regional and global visibility.

Anchored on the theme “Embracing Digital Transformation: Empowering Sustainable Business Practice”, this event attracted 160 submissions with 116 accepted articles presented at the conference, including 30 international articles from India, Indonesia, China, Nigeria, Palestine, and Uzbekistan. Six parallel sessions, two of which were hybrid, made up of eighteen tracks, namely Accounting, Banking, Islamic Banking, Business & E-Business, Communication, Digital Business, Economics, Islamic Economics, Entrepreneurship, Small and Medium Enterprise, Finance, Islamic Finance, Tourism and Heritage, Management, Marketing, Data Analytics, Digital Technology, and Artificial Intelligence. The conference also included a colloquium session for Postgraduate students to present their work and receive valuable feedback.



FBM SUCCESSFULLY ORGANIZED THE 5TH ADVANCES IN BUSINESS RESEARCH INTERNATIONAL CONFERENCE (ABRIC 2023)



The inauguration ceremony was officiated by the Deputy Health Minister, YB Tuan Lukanisman bin Awang Sauni representing YAB Dato' Sri Haji Fadillah Bin Haji Yusof, Deputy Prime Minister II and Minister of Plantation and Commodities, with welcoming remarks by YBhg. Professor Dr. Firdaus Abdullah, Dean of the Faculty of Business and Management, UiTM.



The keynote lecture was delivered by distinguished Professor Dr. Irwan Adi Ekaputra, Professor of Finance at Universitas Indonesia. He delivered an interesting speech based on his seminal work entitled "Is Being Accommodative More Important Than Being Polite to Achieve Crowdfunding Success?".



FBM CO-HOSTS THE 10TH INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES 2023

The 10th International Conference on Social Sciences 2023 was successfully concluded on the 7th and 8th of September 2023 under the theme "Driving a Sustainable Future: Holistic, Cooperative, and Systemic Approach across All Sectors" at the Ambassador Hotel in Bangkok, Thailand. The conference was organized by The International Institute of Knowledge Management (TIKM) and brought together more than 75 exceptional participants from over 22 countries, either physically or virtually.

This conference was co-hosted by the Faculty of Business and Management (FBM), Universiti Teknologi MARA, and the Dean, Professor Dr. Firdaus Abdullah of the FBM, who also served as Co-Chair of the ICOS 2023, delivered a keynote speech entitled "Sustainable Education: Social, Economic, and Environmental Impact". He emphasized the importance of education in preserving the social, economic, and environmental well-being of society and the country.

Meanwhile, Associate Professor Dr. Amirul Afif Muhamat, the Deputy Dean of Research and Innovation (RENOVA), who also served as the Deputy Co-Chair, was appointed as the Evaluator of the ICOS 2023 presentations while Dr. Nor Farradila Abdul Aziz, the Deputy Dean of Industry, Community, and Alumni Network (ICAN), was appointed as the Moderator of the Roundtable Dialogue with all conference participants.

It is worth noting that Dr. Azhan Rashid Sanawi, Fatin Nabilah Mazlan (FBM's postgraduate student), Dr. Mohammad Zulfakhairi Mokhtar and Elya Nabila Abdul Bahri (Universiti Malaya) were awarded the Best Paper Awards at ICOS 2023 for their paper titled "Economics and Environmental Impacts of Renewable Energy Deployment in Malaysia".



KPT-PACE GENERATOR: EXECUTIVE HALAL PROFESSIONAL PROGRAM



The Executive Professional Halal Program PENJANA KPT-PACE took place from August 20th to 27th, 2023. PENJANA KPT-PACE is a skills enhancement and competency strengthening program for final-year students through professional certification based on expertise and competency in their respective fields. The program was inaugurated by the Dean of the Faculty of Business and Management, Professor Dr. Firdaus Abdullah. A total of 50 final-year students from semester 6 were selected to attend this professional program.



The objective of this program is to provide a professional certificate that will add value to Bachelor of Business Administration (Hons.) Transport students. Additionally, the program aims to enhance the employability potential of students not only in the transportation and logistics industry but also in the halal industry and halal supply chain. This professional certificate is issued by the Department of Islamic Development Malaysia (JAKIM).



FBM ICAN x MBSB BANK MY SCHOOL OUR FUTURE GENERATION (MYGEN)

MYGEN is a collaboration between the Faculty of Business and Management, UiTM Puncak Alam and MBSB Bank Berhad. The objective of the MBSB-UiTM: MYGEN program was to guide and motivate students in planning and choosing their path after SPM, as well as to create awareness of financial literacy. The program took place at five different schools:

- **SMK Ulu Kinta (Perak)**
- **SMK Lepar Hilir (Pahang)**
- **SMK Dangi (Seremban)**
- **SMK Demak Baru (Sarawak)**
- **SMK Bongawan (Sabah)**



The financial literacy (Celik Wang) program was aimed for form 4 students. There was a game/activity-based sharing session where the students were divided into small groups. Financial literacy skills were introduced early to students so that they would have the confidence, knowledge, and skills needed to make financial decisions that promote financial self-sufficiency, stability, and well-being for planning for the future. The games/activities used critical thinking, problem-solving, and communicative approaches to encourage students to process and analyze the financial information given in hopes of making good financial decisions.

On the same day, the *Misi Akademik* and *Motivasi* took place for Form Five students. The program's objective was to instill in students a sense of ambition and determination while emphasizing the significance of further education in attaining their career objectives.

Through this program, UiTM was able to strengthen the collaboration between the university, industry, and community. This helps to empower society's well-being and the development of national education.

MYGEN @ SMK ULU KINTA (PERAK)



MYGEN @ SMK LEPAR HILIR (PAHANG)



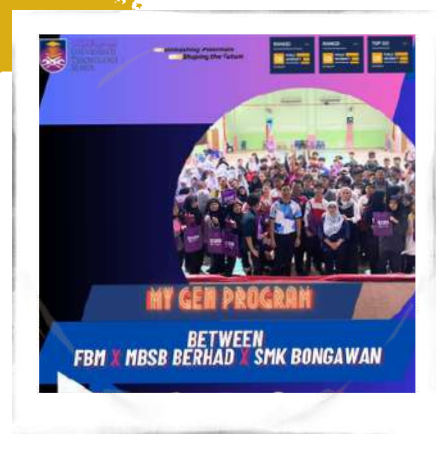
MYGEN @ SMK DANGI (NEGERI SEMBILAN)



MYGEN @ SMK DEMAK BARU (SARAWAK)



MYGEN @ SMK BONGAWAN (SABAH)



TWO NEW PROGRAMS ATTAINED CMI LEVEL 7 PRACTICE CERTIFICATION



On Wednesday, 4th of October 2023, the UiTM x CMI 2nd Certification Ceremony 2023 was held as part of a special double celebration along with “Night of the Stars” at the Sri Impian Hall, Hotel UiTM Shah Alam.

Firstly, it was a celebration for the 37 graduates of the Master of Human Resource Management (MHRM) program from DPPS FBM UiTM. They were proudly celebrated for their remarkable achievements and unwavering dedication in successfully attaining dual accreditation with the Chartered Management Institute (CMI UK). Huge congratulations to all MHRM graduates, educators, and staff involved.



Secondly, congratulations to UiTM for yet another outstanding milestone achieved. Two new programs were successfully mapped to a CMI Level 7 Strategic Management and Leadership Practice Certification. They are Master of Applied Entrepreneurship and Master in Service Management. To this end, a landmark exchange of academic agreement between UiTM and CMI UK took place, and Professor Datuk Ts. Dr. Hajah Roziah Mohd Janor, the Vice-Chancellor of UiTM, witnessed it.



Professor Datuk Ts. Dr. Hajah Roziah beautifully graced and officiated this momentous event. Other distinguished attendees were Professor Dr. Firdaus Abdullah (Dean of FBM, UiTM), Ms. Mellisa Babara Patrick (Programme Development Manager, CMI), Ms. Deborah Polycarp (Engagement Manager, CMI), FBM Leadership Team, Adjunct Professors, industry practitioners, staff, and students of FBM.

FBM & InSPiR2eS NETWORK ORGANIZED THE NATIONAL PITCHING RESEARCH COMPETITION (NPRC) 2023

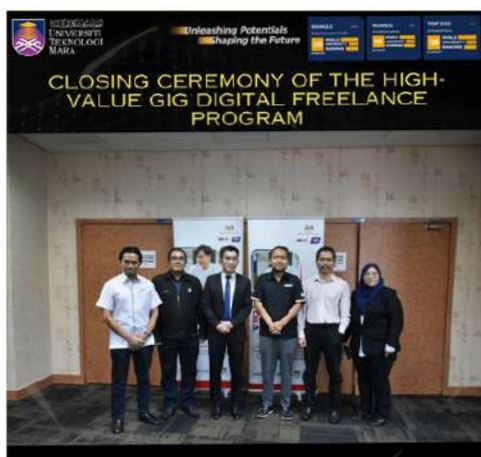
We are delighted to share that the Faculty of Business and Management (FBM), UiTM, in collaboration with the InSPiR2eS Network, has successfully organized the second NPRC-Final stage (or NPRC 2023). The competition was held on 21st September 2023 through the Webex platform and FBM Facebook live and was officiated by the Dean of the Faculty, Professor Dr. Firdaus Abdullah.

A total of 36 pitches were submitted by undergraduate students, postgraduate students, and early career researchers across four universities. All submissions were forwarded to the appointed academic judges (with similar research interests) to evaluate the entry scripts according to the pitching research framework rubrics. Based on the scores provided by the subject experts, 17 of the best scripts were selected for the final stage of the competition. In the final stage, the finalists were then examined by a panel of two esteemed academicians, Associate Professor Dr. Norshima Humaidi and Associate Professor Dr. Rasidah Mohd Rashid, based on their oral presentation and response in a brief two-minute question-and-answer session.

The national grand winner of this competition progressed to the Global Pitching Research Competition (IGPRC) 2023, held online in December 2023, and would be in the running to win AUD 5,000. The winners of each category will be awarded cash prizes, and all participants will be given an e-certificate for their participation. The organizing team was delighted to have hosted this event in Malaysia and looked forward to more National Pitching Research Competitions in Malaysia.



HIGH-VALUE GIG DIGITAL FREELANCE PROGRAM @ FBM



The Faculty of Business and Management at UiTM Puncak Alam officially concluded the High-Value Gig Digital Freelance Program, marking the end of a meticulously organized three-day session, on December 18th, 2023. The closing ceremony took place at DK500, UiTM Puncak Alam, Selangor. It was collaboratively orchestrated by the Malaysia Digital Economy Corporation (MDEC) in conjunction with the Faculty of Business and Management (FBM) and the Bachelor in Office Systems Society (BOSS).



The distinguished Closing Ceremony hosted notable figures, including Mr. Ts. Nurezali bin Osman, Manager of the Talent and Capability Unit at the Malaysia Digital Economy Corporation (MDEC), Ms. Nurzhairah binti Abd Wahid, Manager of the Talent and Capability Unit at the Malaysia Digital Economy Corporation (MDEC), and Professor Dr. Firdaus Abdullah, Dean of the Faculty of Business and Management.



This program, custom-tailored for students of public universities, offered a unique opportunity for them to explore their chosen career paths and acquire essential skills to become competitive digital freelancers on various platforms, ensuring sustainable income generation in the future. The primary objective of the High-Value Gig (HVG) program is to empower local talents in digital freelancing, facilitating access to international opportunities across digital platforms and achieving substantial income.

HIGH-VALUE GIG DIGITAL FREELANCE PROGRAM @ FBM



The intensive three-day training, designed specifically for public university students, focused on empowering individuals to excel in their chosen digital freelancing career paths. Approximately 400 students from various faculties participated in the program, ensuring they are equipped with the skills necessary to thrive on digital platforms and maintain a reliable income stream.

The closing ceremony also includes the presentation of certificates to the following instructors:

1. Dr. Sharidatul Akma Abu Seman
2. Dr. Suraya Ika Tamrin
3. Puan Suryani Che Din
4. En. Muhammad bin Omar
5. En. Mohd Faizul Hassan

Awards for the Best Freelancers are as follows:

Best Male Freelancer Award:

- Muhammad Amirul Hamizan bin Mohammed Yacobe

Best Female Freelancer Award:

- Alvina Dubrah Anak Stephen Ending

Best Group Awards:

- Class Alpha: Emerald Group
- Class Beta: Vintage Vogue Group

In conclusion, the HVG program aims to make a significant contribution to the development of local talents in the digital freelancing landscape, positioning them for international success while fostering consistent income growth.



MEMORANDUM OF AGREEMENT & MEMORANDUM OF UNDERSTANDING EXCHANGE CEREMONY



On December 4, 2023, at Hotel UiTM Shah Alam, the Academic Administration Division, in collaboration with the Quality Unit and the Faculty Strategic Planning Committee, orchestrated a momentous occasion, the Exchange Ceremony for Memoranda of Agreement (MoA) and Memoranda of Understanding (MoU).



The MoA/MoU exchange session unfolded, featuring representatives from 13 esteemed industry partners. Distinguished guests included Mr Stephen Tjoa, Group Chief People Officer (Boardroom Outsource Services Sdn. Bhd.), YBhg. Dato' Sri Hj Azmin Mustam Bin Abdul Karim, Managing Director (Petro Teguh (M) Sdn. Bhd.), Yang Berusaha Encik Meor Amri Meor Ayob, Chief Executive Officer (Bond Pricing Agency Malaysia Sdn. Bhd.), Mr Jason Tan, Director (Pearson Malaysia Sdn. Bhd.), Yang Berusaha Puan Asiah Binti Mohamad, Director (Alfa Destination Marketing Pvt. Ltd.), Dr. Helena Eian Yeut Lan, Chairman (Federation of Malaysian Manufacturers, Selangor & Kuala Lumpur), Adj. Prof Dr. Behrang, Chief Executive Officer (Chamrun Interactive Sdn. Bhd.) and representatives from renowned international institutions such as Karpagam Academy of Higher Education India, Hochschule fur Technik und Wirtschaft des Saarlandes, University of Applied Sciences (HTW SAAR) Business School Germany, Universiti Negeri Jakarta, Universitas Negeri Surabaya, Universitas Pancasila, and the International Society of Pitching Research for Responsible Science, Australia.



15 GROUPS OF INNOVATORS FROM FBM TOOK PART IN IIDEX 2023



The Faculty of Business and Management (FBM) extends heartfelt congratulations to all participants of IIDEX 2023 for their exemplary innovation.

Fifteen groups of innovators from FBM actively took part in this competition, demonstrating the faculty's commitment to fostering creative solutions.

The outcome of this engagement was noteworthy, with three groups achieving Gold, five securing Silver, and seven attaining Bronze distinctions. Such achievements reflect the depth of talent and dedication within FBM.

The faculty anticipates that the impact of these innovations will catalyze the generation of additional inventive ideas that contribute to the betterment of society and the nation at large.

This commendation is an acknowledgement of the innovators' outstanding efforts and a testament to their ability to excel in a competitive environment.

Well done to all participants for their commendable contributions and achievements at IIDEX 2023!

CONGRATULATIONS TO ALL THE WINNERS OF IIDEX 2023



Congratulations FBM Innovators! iidx 2023

1. MOLLIS



EHSAN FANSUREE MOHD SURIN ,NUR SHAFIQA BINTI SUNYID @ SUIB,SITI ATHIRAH HANNAH IBRAHIM

2. INTEGRATED WORKPLACE M-HEALTH APPLICATION (VERSION 3.0)



ABDUL KADIR OTHMAN ,SITI ROSNITA SAKARJI,AYU KAMAREENNA ABDULLAH THANI,NURHIDAYAH ROSELY,RAJA MAYANG DELIMA MOHD BETA,NURBARIRAH AHMAD

3. DINOZZ - GAMIFICATION APP TO IDENTIFY DEPRESSION LEVEL AMONG YOUNG CHILDREN



ROHANA NGAH ,DURA ADIBAH ROSLAN,MOHAMAD ADHWA BIN ROSLAN,NOOR FAIZAH MOHD LAJIN

4. DBIZNEST



JUNAINAH BINTI JUNID ,ROHANA NGAH,MOHD ALI BAHARI BIN ABDUL KADIR,MOHD SHAHARIZUAN MOHD SHAM,HASNI BINTI ABDULLAH,AIDA ATHIRAH AMIR

5. ELECTRONIC SCORECARD AND DATA-DRIVEN FEEDBACK FOR PERSONALIZATION AND DYNAMIC REPORTING ENHANCEMENT



NUR ATIQA ROCHIN DEMONG ,EMI NORMALINA OMAR,SITI NOORSURIANI MAON,MASRUR MOHD KHIR

6. FBM: COURSE FILE AND TEACHING FILE AUDIT E-CERTIFICATE



NORINA BINTI AHMAD JAMIL ,SURAYA IKA TAMRIN,NORASEKIN ABD RASHID,ROSINTANSAFINAS MUNIR,NORHIDAYAH MOHD RASHID,HAIRUNNISA MAAMOR

7. IMPACT ASSESSMENT RADAR FOR MOSQUE AS TOURISM DESTINATION



EMI NORMALINA BINTI OMAR,ERNE SUZILA KASSIM,NAFFISAH MOHD HASSAN,DR SITI NOORSURIANI MAON,TENGKU INTAN BAIZURA TENGKU JAMALUDDIN

8. E-STUDENT INFORMATION SYSTEM (E-SIS)



MOHD AZILA MOHAMED ISA ,MOHD AZILA MOHAMED ISA,SYED ASHRENE BIN SYED OMAR,SURAYA IKA TAMRIN,NURUL AINUN AHMAD ATORY,MUHAMMAD ABD HADI ABD RAHMAN,NURUL NORLIANA MOHD NOR

9. MOBILE APPS : LI2U



MOHD ZAMRI ABU BAKAR ,ARIFF AZLY MUHAMED,MOHD FAIZUL HASSAN,MAZUIN MAT HALIF,NUR NAJJAH ABD RAHIM

CONGRATULATIONS TO ALL THE WINNERS OF IIDEX 2023



Congratulations FBM Innovators! iindex 2023

10. SUSTAINABLE PROCUREMENT DISCLOSURE ASSESSMENT TOOL (SPDAT)



AHMAD RAIS MOHAMAD MOKHTAR, VEERA PANDIYAN KALIANI SUNDAM, MELISSA SHAHROM, KESHMINDER SINGH A/L JIT SINGH, AZLINA MUHAMMAD, CHARLES LAU, PREM CHHETRI, VINH THAI

11. HOLISTIC MIND RELAXATION TOOLS AND TEACHING AIDS FOR PARENTS AND CAREGIVERS OF PERSON WITH AUTISM (PWA)



NAFFISAH MOHD HASSAN, SITI NOORSURIANI MAON, NUR ATHIRAH SUMARDI, TENGKU ZETTY MAZTURA, HAIRIL RASHMIZAL ABDUL RAZAK

12. EMPOWERING DIVERSE ABILITIES: AN INCLUSIVE PLATFORM FOR SKILLS, PARTNERSHIP AND ENTREPRENEURSHIP IN MALAYSIA'S DISABLED COMMUNITY



NAFFISAH MOHD HASSAN, SYUKRINA ALINI MAT ALI, NOOR'AIN MOHAMAD YUNUS, SRI FATIANY ABDUL KADER JAILANI, MOHD ALI BAHARI ABDUL KADIR, NURUL FATIAH BINTI RAMDAN, EMILY MIRZA KAMSARI

13. EXPLORING MOBILE YOUTH CONSUMER INTENTION TO PURCHASE ONLINE



NUR SHAHRULLIZA BINTI MUHAMMAD, AMILY FIKRY, ZUHAL HUSSEIN, MUHAMMAD ISKANDAR HAMZAH

14. FUGCOTELS MODEL



AZREEN JOANNA' ABDUL, AMILY FIKRY, ZUHAL HUSSEIN, ZATUL FAHANY HARUN, NUR SHAHRULLIZA MUHAMMAD

15. INCLUSCORE INDEX



NUR AMIRAH BORHAN, AFIQAH MOHD BAKRI, SALWA ZOLKAFILIL, RUHAINI MUDA

THE FBM “JEWEL IN THE CROWN” APPRECIATION CEREMONY



On December 4, 2023, at Hotel UiTM Shah Alam, the Academic Administration Division, in collaboration with the Quality Unit and the Faculty Strategic Planning Committee, orchestrated a momentous occasion—the Appreciation Ceremony "FBM Jewel In The Crown". The event, clothed in the theme of "Golden Pomegranate", received its auspicious inauguration by Professor Dr. Firdaus Abdullah, the Dean of FBM. An esteemed gathering of 200 attendees, comprising of FBM faculty members, administrators, and industry peers, marked this ceremony as an expression of profound gratitude from the Faculty of Business and Management, recognizing the relentless efforts and unwavering commitment of the FBM community in fostering continuous excellence.

The appreciation ceremony celebrated 25 recipients of the Excellent Service Award (APC) 2022, with a total of 36 awards presented to acknowledge the achievements and excellence of individuals in their respective fields. Congratulations to all the award recipients.

CONGRATULATIONS TO AWARD RECIPIENTS

Congratulations to all the award recipients, including:

ACADEMIC EXCELLENCE AWARDS:

- **Special Academic Figure Award:** Prof. Dr. Narehan Hassan
- **Emerging Academic Member Award:** Dr. Mohd Zamri Abu Bakar
- **Best ePDP Award:** Mr. Mohd Zaim Mohd Saleh
- **Best Supervisor Award:** Assoc. Prof. Dr. Lennora Putit
- **Academic Leadership Award:** Assoc. Prof. Dr. Zarina Denan

RESEARCH EXCELLENCE AWARDS:

- **Prolific Researcher Award:** Assoc. Prof. Dr. Abdul Kadir Othman
- **Prolific Newspaper Article Writer Award:** Dr. Mohd Hafiz Zulfakar
- **Indexed Article Writer with Highest International Collaboration Award:** Dr. Aziz Jamal
- **Indexed Article Writer with Highest National Collaboration Award:** Prof. Dr. Veera Pandiyan A/L Kaliani Sundram
- **Indexed Article Writer with Highest Industry Collaboration Award:** Assoc. Prof. Dr. Amirul Afif Muhamat
- **Highest National Grant Recipient Award:** Assoc. Prof. Dr. Mohd Rizaimy Shaharudin
- **Highest Industry Grant Recipient Award:** Assoc. Prof. Dr. Norol Hamiza Zamzuri
- **Highest International Grant Recipient Award:** Assoc. Prof. Dr. Mohd Ali Bahari Abdul Kadir
- **Researcher with High-Impact Publications Award:** Dr. Aziz Jamal

STUDENT AFFAIRS EXCELLENCE AWARDS:

- **Best Association Advisor Award:** Dr. Suraya Ika Tamrin
- **High-Impact Program Organizer Award (Association):** FPP First Iftar, Dr. Janiffa Saidon
- **High-Impact Program Organizer Award (SULAM):** Financial Literacy Program, Dr. Siti Aminah Binti Mainal
- **High-Impact Program Organizer Award (Academic):** Umbrella Festival, Ms. Ayu Rohaidah Ghazali, Mr. Muhammad Hafizi Bin Zamri & Ms. Norhidayah Binti Mohd Rashid

CONGRATULATIONS TO ALL AWARD RECIPIENTS

INDUSTRY AND ALUMNI NETWORKING EXCELLENCE AWARDS:

- **CSR Excellence Award:** Dr. Norzitah Abd Karim
- **Industry Excellence Award:** Dr. Nur Azirah Zahida Mohamad Azhar

ADMINISTRATIVE STAFF EXCELLENCE AWARDS:

- **Promising Administrative Staff Award:** Mr. Syahiiruddin Mohd Suhaimi
- **Best Support Staff I Award:** Ms. Samsinah Selamat
- **Best Support Staff II Award:** Mr. Shahrizan Saharudin
- **Skilled Staff Award:** Mr. Sazwan Shamsuddin
- **Best Technical and Operations Staff Award:** Mr. Abdul Hakam Abdul Hassim
- **Proactive Staff Award:** Ms. Nor Afifah Md Rokib
- **Dynamic Staff Award:** Mr. Mohd Azila Mohamed Isa Mohd
- **Best Attendance Staff Award:** Mr. Shahrul Alnaim Taspurin

SPECIAL QUALITY AWARDS:

- Final Presentation of Operational Excellence (OE) Project 1 FBM-STIS3.0: Faculty Advisor Appointment Letter
- Final Presentation of Operational Excellence (OE) Project 2 FBM-HRIS: esijil 1.0
- Final Presentation of Operational Excellence (OE) Project 3 FBM-CFIS2.0: Document Checklist Tab
- Presentation of KIK HEP Cakna Project

FACULTY INVOLVEMENT EXCELLENCE AWARDS:

- Involvement in Writing, Publishing, and Highest Grants: Department of Management Technology and Supply Chain
- Involvement in Best Teaching and Learning Activities: Department of Entrepreneurship and Marketing Studies
- Involvement in Highest Student Activities: Department of International Business and Management Studies
- Involvement in Highest Community Service/Community Activities: Department of Economics and Finance Studies

APPRECIATION HI-TEA FWD X AAGBS X FBM

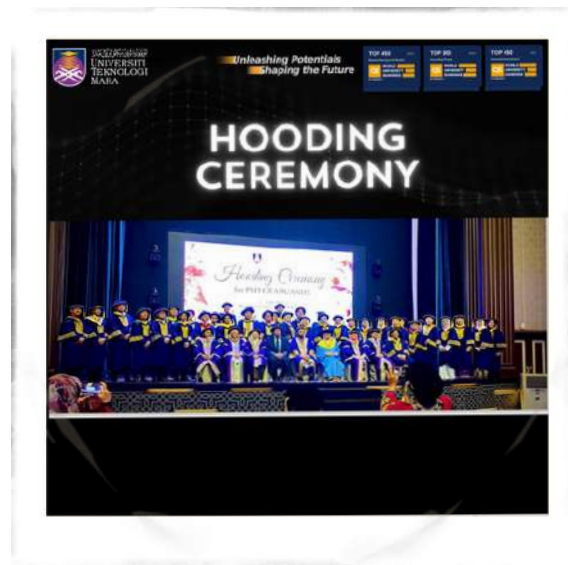
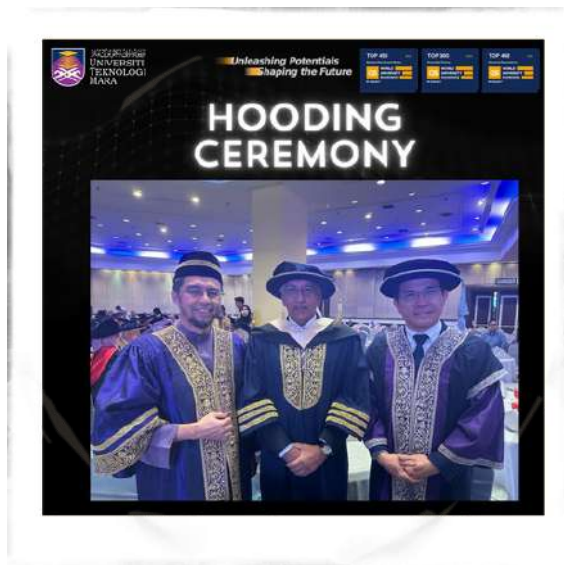


Appreciation Hi-Tea FWD X AAGBS X FBM is conducted to honour the association between the business community, particularly FWD Takaful, the AAGBS Faculty, and the Faculty of Business and Management (FBM), UiTM. This occasion marks the conclusion of a RM250,000 industrial grant that UiTM received from FWD Takaful Berhad. AAGBS and FBM have a working relationship and have collaborated on a number of significant projects. AAGBS lecturers led the research project on Takaful, while the FBM lecturers promoted activities that involved the surrounding communities, students, and UiTM staff.

Along with the community service projects, we have successfully organized the Invention, Innovation & Design competition known as the Avant-Garde Family Takaful Invention, Innovation, and Design Competition (AgFTIID). This event was held twice, and the involvement of students from both faculties was positive. Along with AAGBS and FBM, additional UiTM branches and the students and lecturers from Sultan Salahuddin Polytechnic in Shah Alam and Gombak Vocational College also participated. FBM is quite optimistic about potential future industry partnerships, particularly with the Takaful sector, for the sustainability of awards.



HOODING CEREMONY CONGRATULATIONS FBM GRADUATES



Acknowledging a significant milestone within the ambit of excellence, we commemorate the auspicious occasion of the 98th Hooding Ceremony, meticulously orchestrated by the Institute of Postgraduate Studies (IPSiS), which unfolded on November 17, 2023, at Hotel Mardhiyyah Shah Alam. Esteemed recognition is extended to 14 distinguished Ph.D Graduands, all of whom have attained the coveted Doctor of Philosophy in Business Management:

1. **Aqilah Nadiah Md Sahiq**
2. **Johari Bin Abdullah**
3. **Mohamad Atheef Hannan M. Suaree**
4. **Mutiiah binti Mohamad**
5. **Nur Liyana Yasmin binti Mohd Razalli**
6. **Nurul Amyra binti Mat Isa**
7. **Nor Sabrena binti Norizan**
8. **Nor Shahrul Nizam Muhamad Nor**
9. **Norashikin binti Adam**
10. **Nur Ain Syazmeen binti Ahmad Zaki**
11. **Nur Syakirah binti Ahmad**
12. **Rozaiyah Abd Rahman**
13. **Syahrizah binti Abdul Aziz and**
14. **The notable Tan Sri Bashir Ahmad Abdul Majid, Chairman of MRT Corporation**

The event was distinguished by the presence of venerable dignitaries, including Professor Datuk Dr. Shahrin bin Sahib @ Sahibuddin, Vice-Chancellor of UiTM, and Professor Dr. Firdaus Abdullah, Dean of the Faculty of Business and Management.

Your unwavering dedication and diligent efforts have unequivocally paved the path to success. As we reflect upon this collective achievement, we envision a future brimming with limitless possibilities. May this moment serve as a testament to your commitment to scholarly excellence, and we extend our sincere congratulations, anticipating the continued success and promising opportunities that lie ahead.

INDUSTRY, COMMUNITY, AND ALUMNI NETWORK (ICAN WEEK 2023)

FBM ICAN Week 2.0 Ignites a Business and Management Extravaganza

In an eagerly anticipated return, FBM ICAN Week 2.0 captivated minds and hearts last November. With participation from 58 companies, featuring 5 CEO talks and a whopping 47 industry talks, this week-long event proved to be an immersive experience for the 4,380 participants who eagerly awaited its commencement.

Dates and Venues: Scheduled from November 27th to December 1st, 2023, the event took place across various venues, including DK1, DK2, DK3, DK 500, and AV8.

Target Audience: All students and lecturers. FBM ICAN Week 2.0 was a must-attend event, offering a rich blend of knowledge dissemination, networking opportunities, and industry insights.

Event Highlights:

- **Insightful Workshops:** Delve deep into the realms of business and management through engaging workshops conducted by industry experts.
- **Networking Opportunities:** Connect with like-minded individuals, expand your professional network, and build valuable connections crucial for your career.
- **Competitions and Challenges:** Test your skills and creativity in exciting competitions, with lucrative prizes awaiting the champions.
- **On-Campus Interviews:** An exclusive chance for students to apply to posted positions and interview on campus with potential employers. More than 25 companies participated, making it a unique opportunity to kickstart a career.
- **Inspirational Speakers:** Gain valuable insights from renowned speakers who have left an indelible mark on the business world.
- **Entrepreneurship Festival:** Immerse yourself in a festival that inspires and motivates aspiring entrepreneurs, showcasing success stories, innovative ideas, and fostering a positive and energetic atmosphere.
- **Career Fair:** Facilitating the recruitment process by connecting employers with potential candidates, the Career Fair is a prime opportunity to explore career options.

INDUSTRY, COMMUNITY, AND ALUMNI NETWORK (ICAN WEEK 2023)



INDUSTRY, COMMUNITY, AND ALUMNI NETWORK (ICAN WEEK 2023)



ICAN WEEK 2023



INDUSTRY, COMMUNITY, AND ALUMNI NETWORK (ICAN WEEK 2023)



INDUSTRY, COMMUNITY, AND ALUMNI NETWORK (ICAN WEEK 2023)



CLOSING CEREMONY OF ICAN WEEK & FORUM ON ISLAMIC SOCIAL FINANCE



On 30th November 2023, the Faculty of Business and Management at UiTM Puncak Alam officially held the closing ceremony of the ICAN week after a five-day program held from November 27th until December 1st, 2023. The ceremony took place at DK500 located in UiTM Puncak Alam, Selangor. This event was meticulously organized by Academia Teams and the Islamic Banking Student Association (ISBA) in conjunction with ICAN Week. ICAN Week served as a platform that amalgamated various activities at the faculty level, involving industry professionals, the community, and alumni. The objective was to expose and share the insights of industry experts with the students of the Faculty of Business and Management for the purpose of enhancing exposure and the exchange of expertise and experiences.

Professor Dr. Firdaus Abdullah, Dean of the Faculty of Business and Management, expressed his gratitude to all who supported the ICAN Week program. He stated that this program had been an important platform for knowledge exchange and to enhance the relationship with the industry. Deputy Rector iCARE UiTM Assoc. Professor Surveyor Dr. Rosmadi Ghazali, Deputy Dean of ICAN FBM Dr. Noor Farradila Abdul Aziz, lecturers, students, and guests from industries attended the event. Meanwhile, the forum was led by Associate Professor Dr. Ismah Osman and two panels from industry. The first panel is Dato' Azrulnizam Abdul Aziz, Chairman of PR1MA Corporation Malaysia and Independent Non-Executive Director of MBSB. The second panel is Dr. Abideen Adiyemi Adewale, who is the Acting Assistant Secretary-General for Standard Implementation of the Islamic Financial Service Board (IFSB).

The forum conducted an in-depth discussion on the theme of Islamic Social Finance, focusing on the topic "Leveraging Islamic Social Finance to Enhance Equitable Distribution". This gathering between industries and academia aimed to be a platform for dialogue and cooperation between academics and industry with the invaluable opportunity to share knowledge with fellow participants and speakers from the industry. Such interactions are essential to enhance the quality and efficiency of both lecturers and students. Sharing knowledge from this forum has proven beneficial in many ways between the Faculty of Business and Management and the industry.

Overall, the expanded summary accurately reflects the positive sentiment of the closing ceremony, highlighting the forum's focus on the empowerment of social finance while recognizing the importance of diversity and accessibility in Islamic Finance. The forum concluded with the award-giving ceremony for UOB competition challenges.

FBM CAREER FAIR 2023

On the 29th and 30th of November, 2023, the Faculty of Business and Management organized an event called the FBM Career Fair. The purpose of the event was to ensure that students would gain direct industrial exposure, share experiences, and explore internship opportunities, especially for final-year students. Throughout the event, Prof. Dr. Firdaus Abdullah, the Dean of the Faculty of Business and Management (FBM), dedicated his time to visiting all the industry players involved.

A big thank you to all the companies and students involved during the event.



TAKAFUL CAREER OPPORTUNITIES @ FBM



On the 29th of November 2023, the Faculty of Business and Management (FBM) warmly welcomed Etiqa Takaful Berhad and Hong Leong MSIG Takaful Berhad during the ICAN Week 2023. The event, meticulously organized by the Risk and Insurance Society (RAIS) in collaboration with the Office of Industry, Community, and Alumni Network (ICAN), centered around nurturing entrepreneurial interest among students in the dynamic domain of Takaful business.

In the morning session, Mr. Mohd Yunos Mohd So'od, the Executive Vice President of the Strategic Unit CEO Office at Etiqa Berhad, graced the stage with a presentation titled "Career Life@General Takaful", enlightening the audience on entrepreneurial opportunities within the General Takaful Line. His presentation gave students a comprehensive understanding of the entrepreneurial prospects available as business partners with Etiqa General Takaful.

During the afternoon session, the stage welcomed Datin Rebecca Nur Al Islam, a Takaful Consultant from Mumtaz Ants Group by Hong Leong MSIG Takaful, who shared insights in a "Rise & Shine (Takaful Insight)" presentation. Datin Rebecca shared her experiences as a Takaful consultant and motivated students to consider a career in this dynamic field. Joining her was Mr. Aidiamin Ahmad, the agency manager of Mumtaz Ants Group, shedding light on the myriad benefits and opportunities for those contemplating a career as a Hong Leong MSIG Takaful consultant. The collective expertise of these speakers provided students with practical insights and a firsthand glimpse into the intricate world of Takaful.

The event garnered active participation from faculty lecturers and students, particularly those enrolled in BA241 Bachelor of Business Administration (Hons) Insurance. The notable engagement of industry players enriched the proceedings with substantial industry expertise, fostering a conducive atmosphere for meaningful connections between academia and the Takaful industry.

A DAY WITH THE FACULTY OF BUSINESS AND MANAGEMENT (FBM)



A one-day program with the Faculty of Business and Management was organized by the administration division of the faculty on October 11, 2023. The purpose of this program is to facilitate the dissemination of guidance and information pertaining to the academic faculty and administration. The program commenced with an Academic Meeting of the faculty and all academics, during which the Dean of the Faculty, YBhg. Professor Dr. Firdaus Abdullah reviewed academic concerns such as lecture hours and concerns about infrastructural facilities. Next, Associate Professor Dr. Md. Noor Mamat (ACIS lecturer) gave a knowledge-sharing session titled "Happy Working".

The next part of the session featured the Senior Management of the Faculty's directions and briefings. These included the following: the MyPortfolio/HRMIS Preparation Brief and FBM Human Resource Affairs, presented by Puan Umaira Othman Koya, Senior Deputy Registrar; the Academic Management Briefing given by Associate Professor Dr. Zarina Denan, Deputy Dean of Academic Affairs; the Research Management Briefing given by Associate Professor Dr. Amirul Afif Muhamat, Deputy Dean of Research and Innovation; the ICAN Management Briefing given by Dr. Noor Farradila Abdul Aziz, Deputy Dean of Industry, Community, and Alumni Networks; and finally, the Student Management Briefing given by Tuan Syed Ashrene Syed Omar, Deputy Dean of Student Affairs.

266 faculty members gathered at UiTM Selangor Branch Puncak Alam Campus, filling the DK500 Lecture Hall. Invitations extended to Study Center Heads and 12 KPPs from Johor, Negeri Sembilan, Melaka, Pahang, Kelantan, Terengganu, Perak, Kedah, Perlis, Penang, Sabah, and Sarawak, which aimed to foster communication between management and faculty. The program served as a platform to share the faculty's strategic direction for mutual progress.

BUSINESS EMPOWERMENT AND LEARNING ENDEAVORS (BELE 2023)



On December 7th and 14th, 2023, the meticulous organization of an event titled "Business Empowerment and Learning Endeavors (BELE 2023)" by the students of BA2335M marked a significant initiative. This comprehensive affair comprised three sub-events: "Sweet Success Secret with Ms. Arieni Rizal", "Lorong Klasik", and "Business Pitching", all of which were meticulously designed to align with the requirements of the ENT621 course on Social Entrepreneurship.



"Sweet Success Secret with Ms. Arieni" and "Business Pitching" unfolded on Floor 8, AV8, FSK 6 on December 14th, 2023, both exclusively attended by students enrolled in entrepreneurship courses.

The opening ceremony "Lorong Klasik", dignified by Professor Dr. Firdaus Abdullah and Miss Hawa Rizwana, a TV and Radio announcer, aimed to inspire and empower individuals to embark on entrepreneurial ventures. The event was enriched with noteworthy activities, including the opening ceremony, eye-catching opening gimmick, booth visits, and traditional game enjoyment.



BUSINESS EMPOWERMENT AND LEARNING ENDEAVORS (BELE 2023)

The core objective of this initiative is to provide students with practical experiences that enhance their entrepreneurial and leadership skills. These events are curated to involve project management, teamwork, problem-solving, and decision-making, thereby fostering a holistic skill set. Moreover, active participation in social entrepreneurship events enables students to apply theoretical knowledge gained in the classroom to real-world scenarios, significantly contributing to their understanding of business concepts and social impact strategies.

Empowering students to address societal challenges creatively is a primary outcome of these events. By focusing on social entrepreneurship, students are guided to develop business models that not only generate profits but also contribute positively to society. This approach instils a profound sense of responsibility and empathy among future business leaders, shaping them for success with a societal impact.



FBM ROUND TABLE DIALOGUE FOR POSTGRADUATE RESEARCH PROGRAM



On September 11, 2023, the Faculty of Business and Management held a Round Table Dialogue for its three postgraduate research programs: Doctor of Philosophy (Business Management), Doctor of Philosophy (Office Systems Management), and Master of Science (Business Management). The event took place at Hotel UiTM Shah Alam, running from 9.00 a.m. to 2.30 p.m.



The primary objective of this gathering was to gather valuable insights from stakeholders, including alumni, students, faculty members, industry professionals, and professional organizations, to enhance the content and approach of the FBM Postgraduate Research Programs.



Collaborative efforts have proven effective in identifying opportunities to enhance the quality and impact of the FBM Postgraduate Research Program. Professor Dr. Firdaus Abdullah, the Dean of the Faculty of Business and Management (FBM) at UiTM, was graciously invited to deliver the program's keynote address to our distinguished guests.

There were a total of 21 panelists consisting of alumni, practitioners, academicians, professional bodies, and current students. Among the panellists are Dato' Dr. Sharifah Halimah Syed Ahmad (Chief Executive for Meritus College of Langkawi), Dr. Sharmila Mohamed Salleh (Chief Executive Officer of Yayasan Inovasi Malaysia), Mr. Ahmad Razif Mohamad, practitioner from Sime Darby Motors, and Mr. Mazrul Hisyam Ab Malik as a practitioner from Kolej Komuniti Shah Alam.

FBM ROUND TABLE DIALOGUE FOR POSTGRADUATE RESEARCH PROGRAM

We had the privilege of hearing from esteemed academics during the event, including insights from Professor Dr. Rafikul Islam of the International Islamic University Malaysia (IIUM), Associate Professor Dr. Norwahiza Abdul Wahat of Universiti Putra Malaysia, Dr. Al Amirul Eimer Ramdzan Ali, also from IIUM, and Dr. Zulkefli Muhamad Hanapiyah from Universiti Teknologi MARA. Additionally, Mr. Arthur Kong represented the Chartered Institute of Marketing (CIM) Malaysia, providing valuable input from the professional body.

The dialogue sessions proved to be highly engaging and thought-provoking. As the organizers from the Department of Postgraduate and Professional Studies (DPPS), we deeply appreciate the valuable insights shared during these sessions. The comments provided were succinct and meaningful. In our role as hosts and stakeholders, the Faculty of Business and Management (FBM), UiTM, we are committed to conducting thorough reflections on the key takeaways and implementing prompt actions resulting from these dialogues. The insights and recommendations gathered will remain a driving force in our ongoing progress.



BROGA, INDEPENDENCE EXPLORATION PROGRAM

In commemoration of Independence Month, the administrative staff, in partnership with the FPP student organization, coordinated the Broga Independence Exploration program. The program had the participation of the Dean, Professor Dr. Firdaus Abdullah, 23 staff members, and 10 students.



The climb started at 9:00 a.m., with the final participant reaching the summit of Bukit Broga no later than 11:00 a.m. The implemented program included participation from senior management, academic and administrative staff members, as well as students. The highlight of the program featured flying the esteemed band and capturing photos atop Bukit Broga, which stands at an elevation of 400 meters above sea level.

The organizers greatly appreciated the presence of the Dean and all the participants who took part in the 'Independent Bukit Broga Expedition' program. May this program enhance the sense of independence among staff and students while also fostering a stronger sense of solidarity among faculty members.

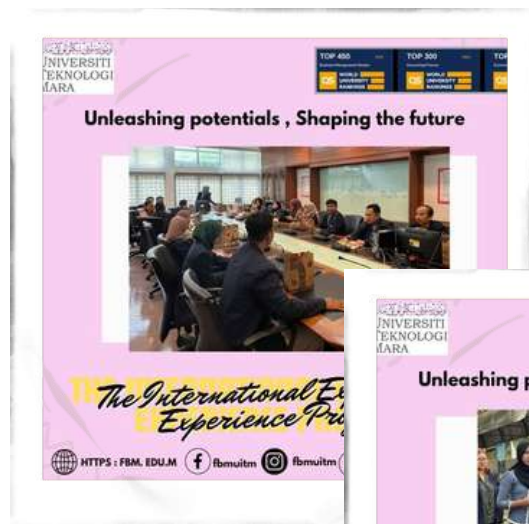
Happy Malaysia Day, and congratulations on the 66th anniversary of our nation's birthday on September 16, 2023.



THE INTERNATIONAL EXPOSURE & EXPERIENCE PROGRAM FBM UiTM x UNESA

The International Exposure & Experience Program, a collaborative initiative between the Faculty of Business Management, UiTM Puncak Alam and Universitas Negeri Surabaya (UNESA), unfolded over three enlightening days from 16th October to 18th October, attended by 20 postgraduate students and 5 lecturers.

The program featured a comprehensive agenda, including a warm welcome and orientation, educational workshops and lectures, and industrial visits. This program achieved its objectives to provide postgraduate students with a unique opportunity to expand their horizons, gain international exposure, and foster cross-cultural learning. The success of the program was evident through the positive experiences and lasting connections created during these three enriching days.



DEPARTMENT OF ENTREPRENEURSHIP AND MARKETING STUDIES FAMILY DAY



Department of Entrepreneurship and Marketing Studies' (DEMS) CSR team organized DEMS Family Day on the 9th and 10th of December 2023 at D'Wharf Hotel, Port Dickson. Prof. Dr. Firdaus Abdullah, Dean of the Faculty of Business and Management, officiated it.

It was an awesome social occasion where colleagues got to know each other better than in the everyday office routine and meet each other's families. It was the best way to unwind and break free from the hectic work cycle for DEMS's members.

During the day, exciting games and activities were organized for everyone's enjoyment. At the same time, the DEMS Grand Dinner showcased delicious food, great entertainment from DEMS' hidden talents, and significant prize gifts for everyone. This Family Day gave the opportunity for people to connect while doing something fun and interesting. This event helps in establishing deeper and "true" interpersonal relationships that will benefit Work-Life Balance and build a closely-knit community that is vital in strengthening DEMS.

We are looking forward to the next DEMS Family Day and to more members being able to join it.



PREGRADUATION AND AWARDS CEREMONY SESSION MARCH-AUGUST 2023

On July 6, 2023, the Student Secretariat of the Faculty (SMF) organized an event called "Pre-Graduation and Awards Ceremony session March-August 2023", which took place at Dewan Berlian, UiTM Puncak Alam.

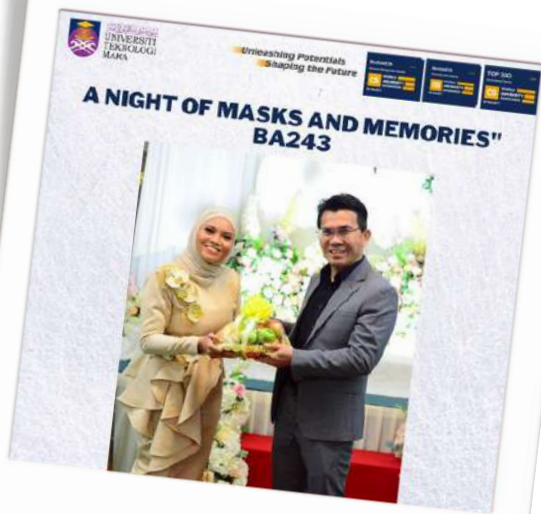
The main objective of this occasion was to honor and celebrate the final-year students, particularly those in their fifth semester, as they prepared for their industrial training and transitioned into the professional world.

Among the distinguished guests in attendance was the Dean of the Faculty of Business and Management (FBM), Professor Dr. Firdaus Abdullah, and other notable individuals. The event garnered enthusiasm from 629 students who enthusiastically participated, adhering to the "Bollywood Glam Night" theme.

The significance of the ceremony was enhanced by the generous contributions from Mizuki Cakes, Tapaueat, and Digi, which further added to the enjoyment of the event for both the students and faculty members.



A NIGHT OF MASKS AND MEMORIES - BA243



On December 7, 2023, the Human Resource Society (HURES) meticulously orchestrated an appreciation ceremony titled "A Night of Masks and Memories" dedicated to the final-year students and lecturers of BA243. The event, held at The One Event, Hillpark, received distinguished attendees from the Faculty of Business and Management at UiTM Puncak Alam.



The ceremony unfolded with various notable activities. These included artistic presentations by BA243 & BA240 students, a curated Video Montage Showcase featuring contributions from all BA243 final-year students, a Fashion Show culminating in recognition of the "Best Dress of the Night", and the grand announcement of the King and Queen winners.



An appreciation ceremony for final-year students served as a platform to recognize and celebrate their academic achievements, hard work, and contributions during their time at the institution. It fostered an environment to express gratitude, acknowledge accomplishments, and instil pride among the graduating students.

SUSTAINABLE CREATION: EXPLORING ECOPRENEURSHIP (SCEE 2023)

On November 5, 2023, the Sustainable Creation: Exploring Ecopreneurship (SCEE 2023) initiative unfolded within the framework of BA2335L as part of the Social Entrepreneurship subject, under the meticulous guidance of Puan Nini Hartini binti Asnawi, who served as the program advisor. This noteworthy event received sponsorship from Vida World Malaysia, the principal sponsor, who generously provided 300 bottles of beverage to enhance the participants' experience.

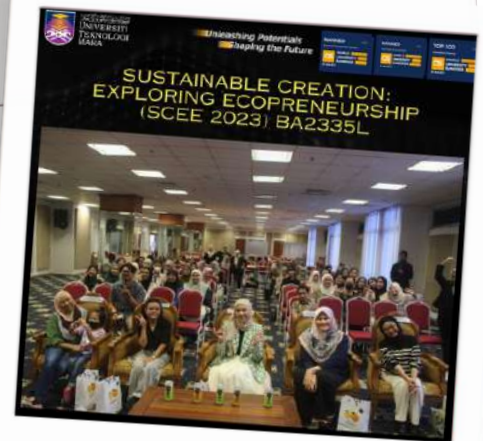
The venue, AV8, played host to four specialized workshops:

- Ceramic Tray Making Workshop
- Lipgloss Making Workshop
- Succulent Arrangement Workshop
- Pottery Painting Workshop

At the heart of the program's objectives was a dedicated focus on sustainable business practices, aiming to acquaint the youth, particularly students, with principles that foster a sustainable and eco-friendly environment for the collective betterment of our planet. The workshops, attended by 60 participants and a robust crowd ranging from 300 to 400 individuals, infused the event with vibrancy and profound significance.

Concurrently, the program showcased a curated selection of 10 vendors at Foyer FSK 6, featuring various products including food and beverages, handmade arts and crafts, decorations, desserts, and plants.

The Faculty of Business and Management extends gratitude for the invaluable opportunity to contribute to environmental sustainability, promote local enterprises, and impart knowledge on ecopreneurship to the younger generation. Sincere appreciation is extended to all individuals who played pivotal roles in the seamless execution of this program.



BUSINESS WARRIORS

UNLEASHING THE POWER OF YOUR ENTREPRENEURSHIP IDEAS



In an exciting entrepreneurial endeavor, the collaborative efforts of students from Entrepreneurial Strategic Management (ENT706) and International Entrepreneurship (ENT709) culminate in a seminar entitled "Business Warriors: Unleashing the Power of Your Entrepreneurship Ideas". Set to unfold on July 5th, 2023, from 9:00 a.m. to 1:00 p.m. at DK1 PFI FBM, UiTM Puncak Alam, the event proved to be an enlightening exploration of entrepreneurial strategies. Driven by the vision of Dr. Gouri Domnic Jacob and Dr. Janiffa Saidon, the seminar brought together 180 enthusiastic undergraduates eager to delve into the dynamic realm of business prowess.



The spotlight shone on two distinguished guest speakers, Dr. Hannan Yusof, Founder and CEO of Hannan Medusa, and Ms. Tyra Kamaruzzaman, Founder and CEO of BeauTYRA. Drawing from their wealth of entrepreneurial experience, they imparted invaluable insights, revealing how entrepreneurial strategic management can be the catalyst for business success in the contemporary global landscape. This seminar emerged as a beacon for attendees, aiming not only to educate but also to instill the essential skills and mindset required to discern and embark on new and thriving business ventures in the ever-evolving world of entrepreneurship.



FBM@SOLIDARITY PALESTINE

On November 29, 2023, the Business Economics Students Society Selangor (BESSS), in collaboration with Students Affairs at the Faculty of Business Management, UiTM Puncak Alam, orchestrated an impactful initiative titled "FBM@SOLIDARITY PALESTINE". The event transformed the FBM Fest at the Faculty of Pharmacy Parking Lot into a purpose-filled gathering space.

Distinguished participants included the esteemed Dean of the Faculty of Business Management, Professor Dr. Firdaus Abdullah, alongside VIPs, UiTM lecturers, and staff members. Ustaz Mohd Norhisyam Azman, Dr. Rabiatul Munirah Apandi, and a passionate student representative from BESSS delivered insightful talks.

FBM@SOLIDARITY PALESTINE sought to elevate awareness and evoke empathy for the ongoing humanitarian crisis in Palestine, drawing together 70-80 participants who stood in solidarity.

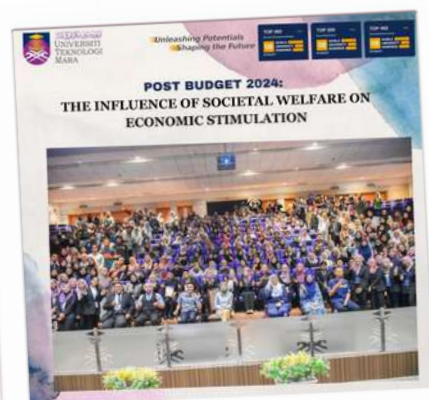
This event serves as a beacon, reminding us of our shared humanity and the importance of standing together in support. It stands as a testament to the power of unity for a cause that transcends borders.



POST BUDGET 2024: THE INFLUENCE OF SOCIETAL WELFARE ON ECONOMIC STIMULATION

On the 8th of November 2023, a post-budget discussion was organized by the Business Economics Student Society (BESSS) at DK500, Pharmacy Faculty, providing a valuable forum for FBM students to critically analyze and engage in discourse concerning the implications of the recently tabled budget. Moderated by Danish Danial Mohd Sham, the panellists, comprised of Ms Noor Amy Ismail (COO, Malaysia Venture Capital Bhd.) and Mr Muhammad Khair Noor Hisham (Senior Executive, Associate Specialist Business Banking RHB Bank), demonstrated a commendable ability to dissect and debunk various aspects of the budget.

The focal point of the discussion revolved around the intricate relationship between societal welfare and economic stimulation, offering an insightful exploration of the potential ramifications and opportunities embedded in the fiscal policies outlined. The discourse aimed to equip participants with a comprehensive understanding of the budget's dynamics and foster an environment conducive to intellectual inquiry among audiences. The multifaceted perspectives presented during this session will enrich the academic discourse surrounding economic policies and impacts on youth's and societal well-being.



FLY HIGH: KU KE MENARA GADING

BA2333L and The Association of Finance (TAF) collaborated to host a unique SULAM event on November 1, 2023, from 8:00 a.m. to 2:00 p.m. at Bilik Ilmuan, Faculty of Business and Management, UiTM Puncak Alam. The event's primary objective was to empower students from Sekolah Menengah Atas (SMA) 17 Agustus 1945 Surabaya, Indonesia, by imparting knowledge and tools for setting SMART financial goals.

Titled "FLY HIGH: KU KE MENARA GADING," the program featured a SMART Financial Talk, Personal Financial Games, and a UiTM Tour. The event aimed to provide an engaging and inspiring experience, blending financial education with adventure and fun, to set these young minds on the path to financial success.



PESTA KETIPANG PAYUNG

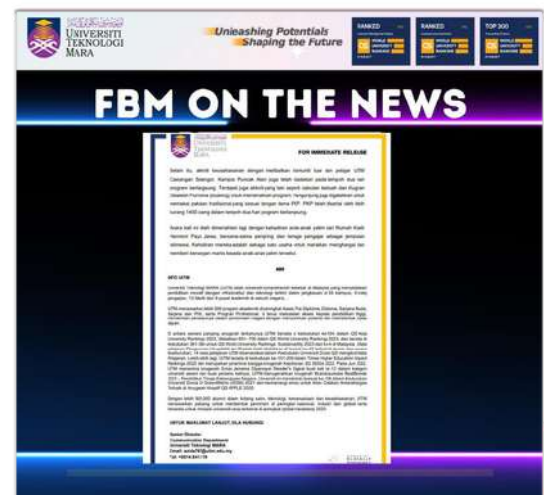
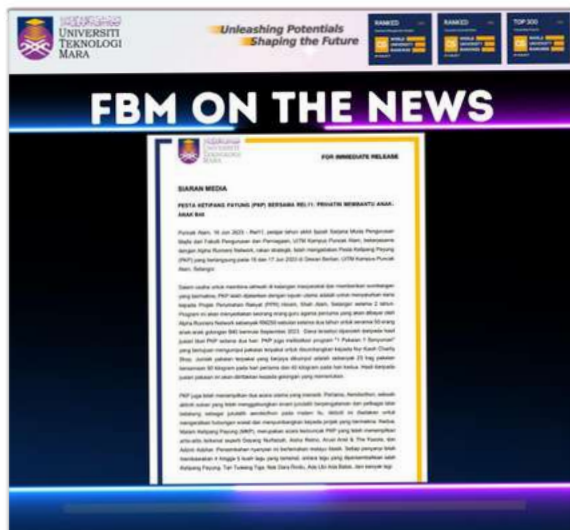


Congratulations to the group of fifth-semester students pursuing a Bachelor's degree in Event Management under the supervision of Ms. Ayu Rohaidah, Ms. Norhidayah, and Mr. Muhammad Hafizi Zamri, along with the strategic partner Alpha Runners Network, on the success of organizing the "Pesta Ketipang Payung (PKP)" held on June 16 and 17, 2023, at Dewan Berlian, UiTM Puncak Alam Campus, Selangor. PKP was attended by more than 1,400 people over the two days of the event.



The two main events held were the 'Aerobicthon' and the Ketipang Payung Night (MKP), which featured renowned artists such as Dayang Nurfaizah, Aishah Retno, Aruel Ariel & The Fasola, and Adzrin Azhar.

PKP was organized over two years to raise funds for the People's Housing Project (PPR) in Hicom, Shah Alam, Selangor. In addition, the '1 Clothing 1 Smile' program was also implemented, aiming to collect used clothes to be donated to the Nur Kasih Charity Shop.



PEKAN SARONG & SARONG SPLASH 2.0

Pekan Sarong happened on December 15 and 16, 2023. It was inspired by Sarong Splash Run 1.0, which Leviosa organized for fundraising. Leviosa, students from UiTM Puncak Alam, turned this idea into Pekan Sarong for their final year project.

On Friday night, Malam Sarong kicked off the main event with exciting activities and performances, drawing interest from UiTM Puncak Alam students and locals. There were traditional dances, performances, and a beautifully decorated event with a Sarong theme. Car boot sales offered various items, and attendees got creative with classic attire and props for a chance to be crowned Permaisuri and Sultan.

Saturday's Sarong Splash Run 2.0, from 7:00 a.m. to 12:30 p.m., was ticketed and included running kits and water activities like water pistols. The event started with breakfast, Zumba, and a 5 km run. After running, participants enjoyed a bouncy castle, a DJ spin by Piponation, and water activities. Leviosa aimed to promote a healthy lifestyle and included traditional games like 'Goreng Pisang'. Medals and gifts were awarded to the top runners.

Water activities, sponsored by Saujana Utama's fire service, were a highlight after the awards. DJ Piponation added entertainment to the water activities. Organizers joined in, and the event concluded with farewells, photos, and advisor approval. Around 900 attendees joined Malam Sarong and Sarong Splash Run 2.0, making the event successful.



PROGRAM PEMANTAPAN DESTINI SISWA (PDS)



The "Program Pemantapan Destini Siswa (PDS)" was held at Dewan Berlian, Kampus Puncak Alam on October 14, 2023, and was organised by the "Sekretariat Mahasiswa Fakulti" (SMF), Faculty of Business and Management.

This program was intended to help new students feel welcome and have the right mindset to pursue their student life as part of the Faculty. Prof. Dr. Firdaus Abdullah inaugurated the Sahsiah Rupa Diri (SRD) Campaign in addition to the event.

Many thanks to everyone who ultimately made this program a success, especially the attendees who made up the Faculty of Business and Management student leadership. Special guest:

Special Guest:

Professor Dr. Firdaus Abdullah

(Dean, Faculty of Business and Management, UiTM)

Associate Professor Dr. Zarina Adnan

(Deputy Dean of Academic Affairs, Faculty of Business and Management, UiTM)

Professor Dr. Amer Shakir Zainol

(Dean of Student Affairs, College of Creative Arts, UiTM)

Puan Dayang Suzana Awang

(Senior Psychology Officer, UiTM Puncak Alam)

INSP/PB Ahmad Abdul Ghani

(Assistant Safety officer, Auxiliary Police, UiTM Puncak Alam)



FBM ENGAGEMENT SESSION & TOURS TO BRANCH CAMPUSES



An engagement session was held with Professor Dr. Firdaus Abdullah, Dean of the Faculty of Business Management (FBM), and his delegation to articulate the strategic direction and initiatives of the faculty, holistically underscoring the objective of fortifying the Faculty of Business and Management.

In this engagement session, Professor Dr. Firdaus Abdullah delineated the strategic trajectory of FBM, emphasizing its commitment to augmenting UiTM's standing and subject ranking in the QS World University Rankings, thereby garnering acknowledgement from esteemed professional and industry bodies. Additionally, the faculty announced its commitment to facilitating the pursuit of Ph.D qualifications among lecturers at UiTM branches, propelling their progression to elevated academic positions.

Moreover, he implored all FBM lecturers to proactively enhance grant acquisition and engage fervently in research and scholarly composition, with each lecturer expected to contribute to at least one published research journal. Concurrently, various matters about the professional development of lecturers were broached during this session.

This session was conducted at:

- **UiTM Sarawak Branch**
- **UiTM Sabah Branch**
- **UiTM Pahang Branch**
- **UiTM Perak Branch**
- **UiTM Perlis Branch**
- **UiTM Pulau Pinang Branch**
- **UiTM Kedah Branch**
- **UiTM Melaka Branch**
- **UiTM Johor Branch**
- **UiTM Negeri Sembilan Branch**



FBM TOURS TO BRANCH CAMPUSES

FBM @ SABAH BRANCH



FBM @ SARAWAK BRANCH



FBM TOURS TO BRANCH CAMPUSES

FBM @ JOHOR BRANCH



FBM @ KEDAH BRANCH



FBM TOURS TO BRANCH CAMPUSES

FBM @ NEGERI SEMBILAN BRANCH



FBM @ MELAKA BRANCH



FBM TOURS TO BRANCH CAMPUSES

FBM @ PULAU PINANG BRANCH



FBM @ PAHANG BRANCH



FBM TOURS TO BRANCH CAMPUSES

FBM @ PERLIS BRANCH



FBM @ PERAK BRANCH



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SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA



EUROPEAN MARKETING AND
MANAGEMENT ASSOCIATION



INTERNATIONAL ASSOCIATION
FOR AGRICULTURE
SUSTAINABILITY



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The Standards and
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FBN ON THE NEWS

AUTHOR:
DR. MOHAMMAD
ZULFAKHAIRI MOKTHAR

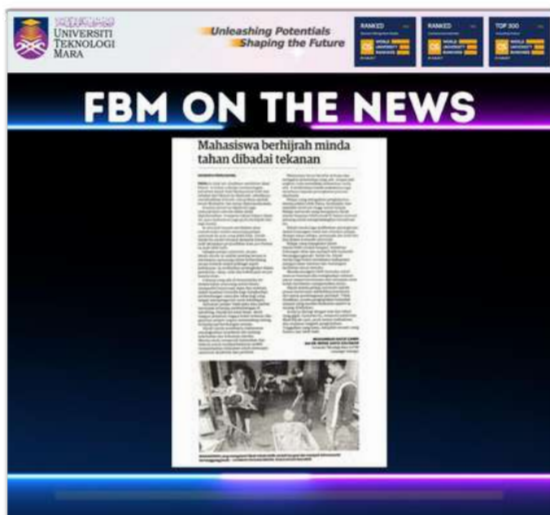
NEWS ARTICLES WRITTEN BY FBM STAFF



Dr. Norliza Che Yahya
'Pertimbangan ESG: Pelabur akan jadikannya pertimbangan utama dalam menilai IPO'



Dr. Mohd. Hafiz Zulfakar
'Salah guna tempat kenderaan berat di R&R undang risiko nahas'



Muhammad Hafizi Zamri & Dr. Mohd. Hafiz Zulfakar
'Mahasiswa berhijrah minda tahan dibadai tekanan'



Muhammad Hafizi Zamri & Dr. Mohd. Hafiz Zulfakar
'Sedarkah ibu bapa kesan buruk cahaya biru'

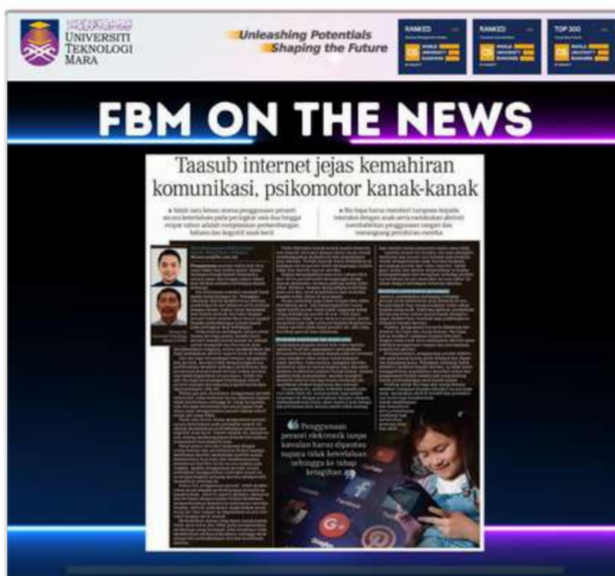
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'Pelatih industri lebih mudah akses maklumat
dalam syarikat'**



**Dr. Mohd Rahim Khamis
'Perkukuh perpaduan demi pembangunan negara'**



**Muhammad Hafizi Zamri &
Dr. Mohd. Hafiz Zulfakar
'Taasub internet jejas kemahiran komunikasi,
psikomotor kanak-kanak'**



**Dr. Mohd Rahim Khamis
'Pendakwaan kes rasuah usah ada pilih kasih'**

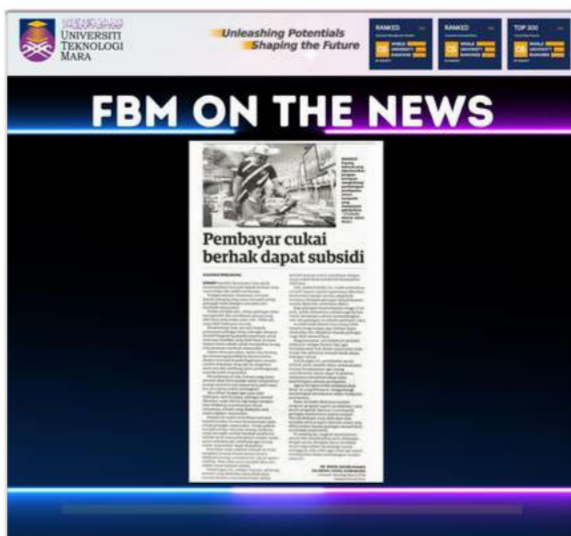
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'Pelbagaikan inisiatif, strategi bantu rakyat terkesan'



Dr. Mohd Rahim Khamis
'Kestabilan politik kunci pemulihan, pertumbuhan ekonomi Malaysia'



Dr. Mohd Rahim Khamis & Mohd Faizal Kamarudin
'Pembayar cukai berhak dapat subsidi'



Dr. Ahmad Rais Mohamad Mokhtar
'The leadership role of MNCS in accelerating NETR'

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Dr. Leylawati Joremi
'Simpanan SSPN: Promoting saving and education for a brighter future'



Dr. Leylawati Joremi
'Didik, pupuk literasi kewangan sejak kecil'



Dr. Leylawati Joremi
'Kawal nafsu belanja, pentingkan menabung'



Dr. Norsaadatun Nisak Ahmad
'IPSis Buzz @ Radio UFM'

FBM STAFF ON TELEVISION



Dr. Norashida Othman
'Selamat Pagi Malaysia: Peranan rakyat dalam merealisasikan ekonomi madani'



Dr. Rabiatul Munirah Alpandi
'Selamat Pagi Malaysia: Gelombang inflasi dan bagaimana cara menghadapinya'



Dr. Mohammad Zulfakhairi Mokhtar
'Bual bicara Biz Malaysia: Manfaat gaji progresif'



Dr. Shahrin Nasir
'Bernama TV: myBAS konsesi memanfaatkan rakyat'



Research

- **STATISTICS**
- **PUBLICATIONS**

AUTHOR:
DR. NURHUDA NIZAR



Research STATISTICS

≧ **Total Publications** ≦

Second Half of 2023

SCOPUS
75

WOS
43

ERA
242

MyCITE
77

**Non-
Indexed**
39

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Research PUBLICATIONS



RESEARCH & PUBLICATIONS

ECONOMY AND FINANCIAL STUDIES

TITLE	CORRESPONDING AUTHOR/S	LINKS
Co2 Emissions from Renewable and Non-Renewable Electricity Generation Sources in The G7 Countries: Static and Dynamic Panel Assessment	ABDUL RAHIM BIN RIDZUAN	https://www.mdpi.com/1996-1073/16/3/1044
Comprehensive Outlook on Macroeconomic Determinants for Renewable Energy In Malaysia	ABDUL RAHIM BIN RIDZUAN	https://www.mdpi.com/2071-1050/15/5/3891
Green Technology, Exports, and CO2 Emissions in Malaysia	ABDUL RAHIM BIN RIDZUAN	https://www.cell.com/heliyon/fulltext/S2405-8440(23)05833-4?_returnURL=https%3A%2F%2Flinkinghub.elsevier.com%2Fretrieve%2Fpii%2FS2405844023058334%3Fshowall%3Dtrue
Modelling Sustainable Non-Renewable and Renewable Energy Based on the EKC Hypothesis for Africa's Ten Most Popular Tourist Destinations	ABDUL RAHIM BIN RIDZUAN	https://www.mdpi.com/2071-1050/15/5/4029
The Grim Cost of Economic Growth And Environmental Degradation: A Comprehensive Panel Ardl Study of Public Debt in the Asean-5 Countries	ABDUL RAHIM BIN RIDZUAN	https://www.mdpi.com/2071-1050/15/14/10756
The Linkage Between Natural Gas Consumption and Industrial Output: New Evidence Based on Time Series Analysis	ABDUL RAHIM BIN RIDZUAN	https://www.sciencedirect.com/science/article/abs/pii/S0360544223027895
An Environmental Assessment of The Impacts of Corruption, Foreign Investment Inflow and Trade Liberalization in the Rapidly Emerging Malaysian Economy	ABDUL RAHIM BIN RIDZUAN	https://link.springer.com/article/10.1007/s11356-023-28868-0



RESEARCH & PUBLICATIONS

ECONOMY AND FINANCIAL STUDIES

TITLE	CORRESPONDING AUTHOR/S	LINKS
The Dilemma of Millennial Muslims Towards Financial Management: An Islamic Financial Literacy Perspective	'ISMAH BINTI OSMAN	https://www.emerald.com/insight/content/doi/10.1108/JIMA-09-2021-0283/full/html
How Store Attribute Affects Customer Experience, Brand Love And Brand Loyalty	'ISMAH BINTI OSMAN	https://www.emerald.com/insight/content/doi/10.1108/JIMA-01-2022-0002/full/html
Impact of Patent Signal On Firms' Performance At IPO: An Empirical Analysis Of Japanese Firms	NORLIZA BINTI CHE YAHYA	https://www.mdpi.com/227-7099/11/4/101
The Influence of Governance Quality Factors on Stock Market Performance in Asean	NUR ZAHIDAH BINTI BAHKUDIN	https://apmaj.uitm.edu.my/index.php/current/22-cv18n1/173-av18n1-3
Wealth Impact of Unit Rights Offerings to Debt Holders: Evidence from Australia	SITI NURHIDAYAH MOHD ROSLEN	https://ro.uow.edu.au/cgi/viewcontent.cgi?article=2170&context=aabfj



RESEARCH & PUBLICATIONS

TECHNOLOGY AND SUPPLY CHAIN

TITLE	CORRESPONDING AUTHOR/S	LINKS
Evaluation and Comparison of the Ergonomics, Performance and Economics of Battery-Powered and Engine-Powered Palm Oil Harvesting Tools: Cantas Elektro	ARIFF AZLY BIN MUHAMED	https://www.ukm.my/jku km/wp-content/uploads/2023/3 504/03.pdf
Hypnotics and Injuries Among Older Adults with Parkinson's Disease: A Nested Case-Control Design	AZIZ BIN JAMAL	https://bmcgeriatr.biom edcentral.com/articles/1 0.1186/s12877-023- 03944-9
Fostering Closed Loop Supply Chain Orientation by Leveraging Strategic Green Capabilities for Circular Economy Performance: Empirical Evidence from Malaysian Electrical and Electronics Manufacturing Firms	MOHD RIZAIMY BIN SHAHARUDIN	https://link.springer.com /article/10.1007/s10668 -022-02832-3
Decision-Making in a Closed-Loop Supply Chain Under Fairness Concerns and Optimal Subsidies	MOHD RIZAIMY BIN SHAHARUDIN	https://www.mdpi.com/2 071-1050/15/9/7380
Perceived Technology Acceptance and Software Engineering Factors Towards Intention to Use Web-Based Health Information Service (WBHIS)	MOHD ZULKIFLI BIN ABDULLAH	https://journals- sagepub- com.ezaccess.library.uit m.edu.my/doi/10.1177/0 9720634231196959
Healthcare Supply Chain System Challenges and Mitigation Measures: A Systematic Review of Qualitative Evidence	SITI NORIDA BINTI WAHAB	https://journal.oscm- forum.org/publication/ar ticle/healthcare-supply- chain-system- challenges-and- mitigation-measures-a- systematic-review-of- qualitative
Applied Artificial Intelligence: Acceptance-Intention-Purchase and Satisfaction on Smartwatch Usage in A Ghanaian Context	SITI NORIDA BINTI WAHAB	https://www.sciencedire ct.com/science/article/pii/S2405844023058747



RESEARCH & PUBLICATIONS

TECHNOLOGY AND SUPPLY CHAIN

TITLE	CORRESPONDING AUTHOR/S	LINKS
Knowledge Sharing on Mobile Social Networking: Motivational Drivers And Influence on Productivity	SITI NORIDA BINTI WAHAB	https://www.emerald.com/insight/content/doi/10.1108/VJIKMS-06-2022-0211/full/html
Telemedicine Implementation Framework for Malaysia: An Integrated SWOT-MCDM Approach	SITI NORIDA BINTI WAHAB	https://www.sciencedirect.com/science/article/abs/pii/S2211883723000941
Linking Factors Leading to Retail Hypermarket Warehouse Operations Performance in Malaysia	VEERA PANDIYAN A/L KALIANI SUNDRAM	https://www.indianjournals.com/ijor.aspx?target=ijor:sjbms&volume=19&issue=1&article=001
Effect of Industry 4.0 Emerging Technology on Environmental Sustainability of Textile Companies in Saudi Arabia: Mediating Role of Green Supply Chain Management	VEERA PANDIYAN A/L KALIANI SUNDRAM	https://www.emerald.com/insight/content/doi/10.1108/MEQ-01-2023-0030/full/html
The Relationship Between Information Technology and Logistics Integration: A Case Study of the Logistics and Distribution Industry in Malaysia	VEERA PANDIYAN A/L KALIANI SUNDRAM	https://www.indianjournals.com/ijor.aspx?target=ijor:sjbms&volume=19&issue=2&article=001
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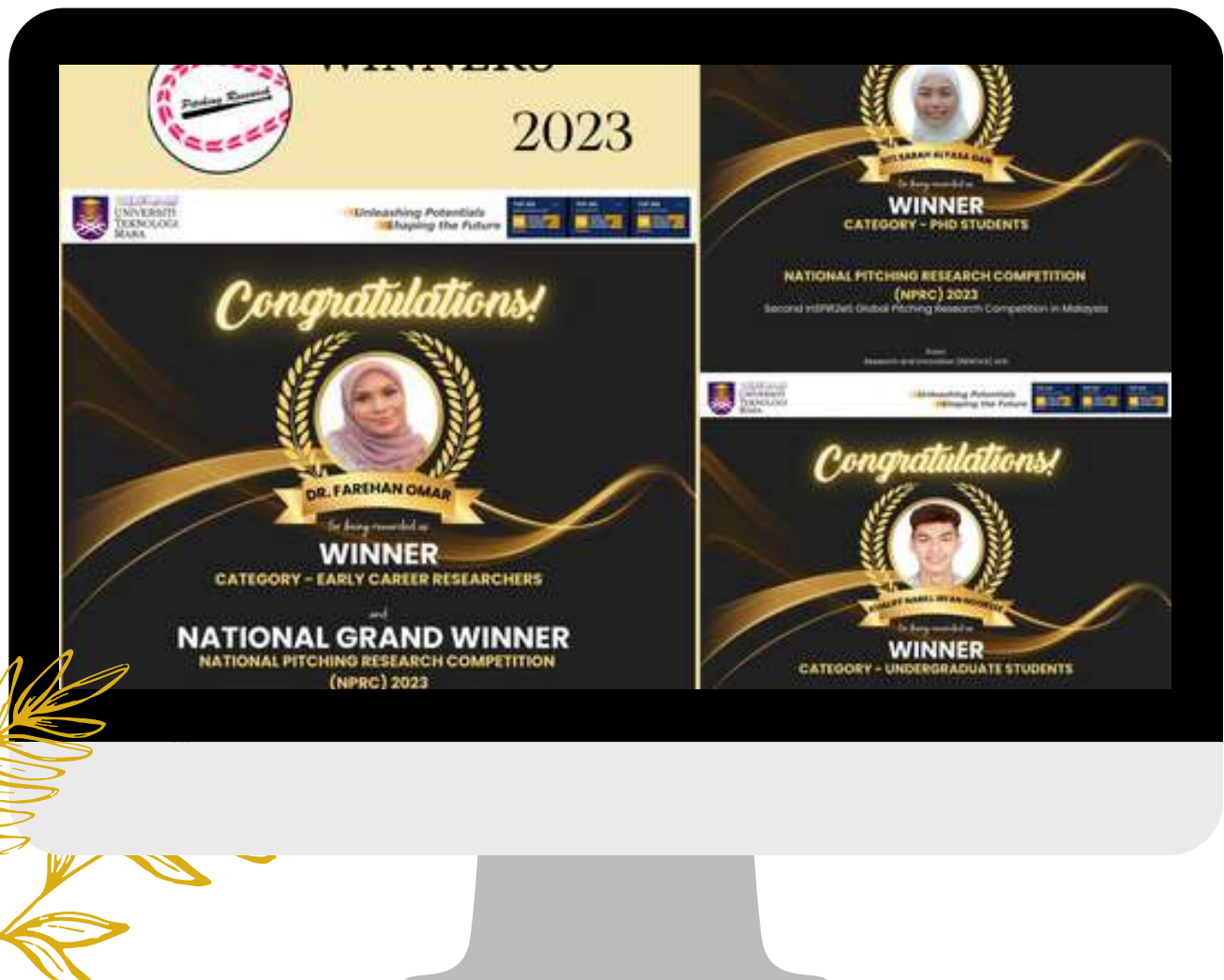


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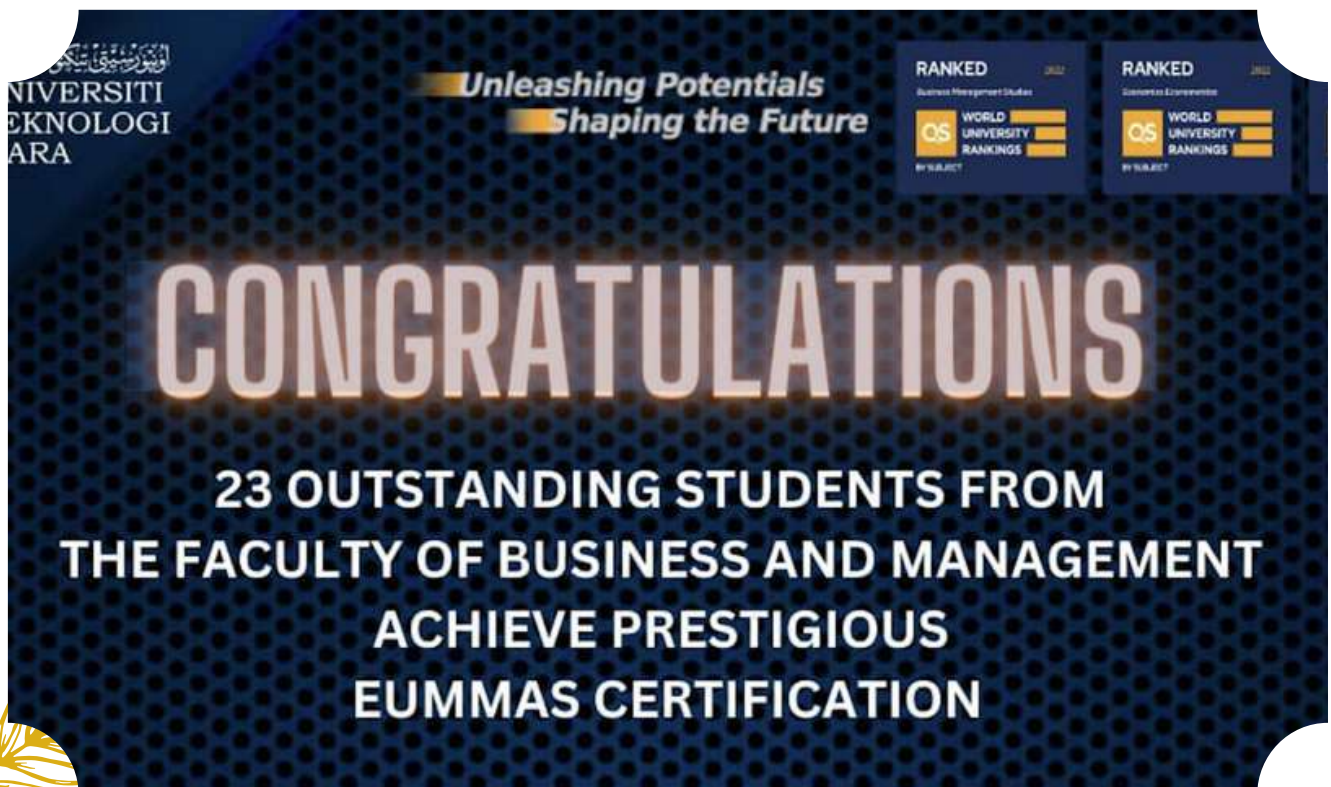


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