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**-SOCENTIUM-**  
*keeping you informed*

# FACULTY OF BUSINESS AND MANAGEMENT

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**2024**  
JANUARY - JULY

**An Internal  
Bulletin of FBM**



WORLD  
UNIVERSITY  
RANKINGS  
2024  
BUSINESS & MANAGEMENT STUDIES 1074  
ECONOMICS & ECONOMETRICS 2381

UiTM *di hatiku*

اومها تقوى موليا



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Institute of Logistics  
and Transport



CMI



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The Digital Skills Standard



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Insurance  
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# Opening Message



# Dean's Message

## *Prof. Dr. Findaus Abdullah*

*Assalamualaikum Warahmatullahi Wabarakatuh*

Welcome to the 7th Issue of SOCENTIUM 2024!

It is my honour and privilege to welcome you to the 7th issue of SOCENTIUM, our Faculty of Business and Management's magazine. This edition celebrates our collective achievements and reflects our faculty's steadfast commitment to excellence, innovation, and global impact throughout the first half of 2024.

Faculty of Business and Management (FBM) continues to raise the bar on the international stage. We were honoured with the Best University for Internationalization (Best Practices) Award, conferred by the European Marketing and Management Association (EUMMAS) and Skyline University College (UAE). This award highlights our leadership in driving global outreach, fostering partnerships, and strengthening our academic presence across borders. Special recognition and award from Malaysia Digital Economy Corporation (MDEC) on the Global Online Workforce (GLOW) Program has also been acknowledged as a pivotal initiative that bridges education with industry standards, further solidifying our role as a leader in digital tech education. These efforts culminated in our designation as one of The Premier Digital Tech Institutions (PDTI), establishing FBM as a forward-thinking institution.

Adding to FBM's accolades, UiTM's Global Prominence Award and our remarkable performance at the Invention, Innovation and Design Exposition (IIDEX) 2023—where we earned 3 Gold, 7 Silver, and 5 Bronze medals—testify to our commitment to creativity, innovation, and operational excellence. Being awarded the Talent Bank 6-Star Award 2023 as the Employers' Preferred University for Business Management, Marketing, Event Management, and Entrepreneurship is a significant honour that reflects our dedication to shaping students who are not only employable but also industry-ready.

We proudly achieved milestones under the Anugerah Kecemerlangan Prestasi Universiti (AKPU) 2023, winning numerous awards across categories. From the Anugerah Transformasi Kecemerlangan Globally Marketable—recognizing world-class faculty members—to accolades in student global marketability, industry involvement, and community engagement, FBM continues to excel in diverse areas of higher education.

We also had the privilege of receiving honours at the Mesyuarat Timbalan Naib Canselor ICAN (MeTIC) 2024 awards, further recognizing our commitment to entrepreneurship, impactful community programs, and exemplary engagement with alumni. The recognition of our faculty in the QS World University Rankings by Subject in 2024, placing us in the top 300 for Finance and the top 400 for Business Management Studies, Economics, and Econometrics, reinforces our global reputation for academic excellence. Our partnerships with global institutions such as the Asia Pacific Institute for Event Management (APIEM) and the Association of Asia Pacific Business Schools (AAPBS), and European Foundation for Management Development (EFMD) Global among others, signify our dedication to maintaining international standards of education and professional development. Collaborations with leading institutions from Indonesia, Spain, Germany, and beyond fuel cutting-edge research and facilitate student exchange programs, nurturing global perspectives among our students.

In line with our mission to integrate industry into academia, FBM has spearheaded 17 impactful projects and launched six business ventures in collaboration with organizations such as Maybank, ChaTime, MBSB Bank Berhad, and Maxis. These partnerships not only enhance our financial sustainability but also enrich the learning experience for our students, preparing them to excel in their careers.

Looking ahead, I am excited about the new programs and initiatives we will be launching, including the CILT International Certificate in Halal Supply Chain, ICDL Digital Skills Certification, and an ESG Certification Program in collaboration with PTPTN. Furthermore, the launch of two new master's programs in Supply Chain and Finance in 2025 will expand our portfolio of cutting-edge educational offerings.

Our commitment to research excellence continues to thrive, with 12 established Research Interest Groups (RIGs) and plans to introduce six more, focusing on areas such as Digital Economy, Environmental, Social and Governance (ESG), Islamic Finance, AI\_Preneur, Event Education, and Human Resource Management. In 2024, FBM hosted and co-hosted prestigious international conferences, including the 6th Advances in Business Research International Conference (ABRIC), the EUMMAS A2S Conference on Global Social and Technological Development, and the International Business and Economic Conference (IBEC) 2023 and International Students' Conference on Business, Education, Economics, Accounting and Management (ISC-BEAM) 2024.

These accomplishments reflect the tireless efforts of our faculty, staff, students, and partners. As we look toward the future, FBM remains committed to nurturing an environment that fosters innovation, collaboration, and academic excellence. I am immensely proud of our community's achievements and grateful for the continuous support we receive from stakeholders across the globe.

Thank you for joining us on this journey of academic distinction and global prominence. Together, we will continue to drive positive change in education, research, and industry.

FBM: Foresighted & Bold Mindset





## Message From The CHIEF EDITORS



*Associate Professor  
Dr. Amirul Afif Muhamat*

*Assalamualaikum and warm greetings to everyone,*  
I would like to express my sincere appreciation to the exceptional team behind SOCENTIUM, the official internal bulletin of the Faculty of Business and Management. This engaging publication is an essential tool for sharing the latest achievements and initiatives of our FBM community.

In this issue, you will discover a vibrant array of stories that showcase not only our academic milestones but also the innovative projects and community contributions spearheaded by our faculty and students. From pioneering research to meaningful community outreach, FBM is continually setting itself apart as a centre of academic distinction and visionary leadership.

As you explore the thoughtfully compiled content of the latest SOCENTIUM edition, I hope you find both inspiration and enjoyment in the remarkable achievements and ongoing efforts that exemplify the spirit of FBM.

*Assalamualaikum and Greetings to all.*

It is with great pleasure that I welcome you to the latest issue of Socio Environment Compendium (SOCENTIUM), an Internal Bulletin dedicated to share the latest insights and news from the Faculty of Business and Management, UITM. In this edition, we have compiled a diverse collection of articles that demonstrate the tremendous breadth and depth of our faculty's journey in the first half of 2024.

As the chief editor, I am privileged to oversee a publication that values intellectual diversity and academic integrity from the aspects of students and staff achievement to our academic progress. I extend my deepest gratitude to the authors, reviewers, and editorial team whose dedication ensures the quality and rigor of this issue. Their contributions are the cornerstone of our magazine's success, and their commitment to excellence sets a standard for future publications.

It is my hope that this issue will inspire further dialogue, exploration, and innovation among scholars and practitioners alike. Thank you for your continued support, and I hope you find this edition both informative and inspiring.



*Dr. Norliza Che  
Yahya*





# Editorial Board





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# FBM Highlights

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**DR. SHARULSHAHIDA SHAKREIN SAFIAN**

**NAZURAH ABDUL MALEK**



**KEYNOTE SPEAKER by**

*Prof Dr Firdaus*

**@ EUMMAS A2S Conference on Global Social and Technology and Sustainability**



We are thrilled to congratulate Prof. Dr. Firdaus Abdullah, Dean of FBM UiTM, on his appointment as a keynote speaker at the prestigious EUMMAS A2S Conference on Global Social and Technology Development and Sustainability, held in Bucharest, Romania, from May 22–24, 2024.

Prof. Dr. Firdaus Abdullah shared his insights on "Education for Sustainable Development: Leveraging Artificial Intelligence and Big Data." This is a significant recognition of his expertise and dedication to advancing education and sustainability through innovative technologies.



## **FBM @THE ASSOCIATION OF ASIA-PACIFIC BUSINESS SCHOOLS (AAPBS) ACADEMIC CONFERENCE HELD AT YONSEI UNIVERSITY, SOUTH KOREA**



From May 30th to June 1st, the Deputy Dean of Industry and Community, Dr. Nor Farradila, and Associate Professor Dr. Zarina Denan attended the Association of Asia-Pacific Business Schools (AAPBS) Academic Conference held at Yonsei University, South Korea.

The AAPBS Academic Conference 2024, hosted by Yonsei Business School, featured insightful lectures from industry leaders such as Lotte Biologics, Doosan Robotics, McKinsey & Company, CJ CheilJedang, Amorepacific, and LG Science Park. The conference was truly enlightening. The gala dinner in the President's Garden at Yonsei University, featuring BBQ and a performance by 'The Koong,' was enchanting, and the atmosphere was simply incredible. Participants included deans from economics and business faculties from countries such as Australia, New Zealand, the USA, Russia, Taiwan, Thailand, Singapore, China, Hong Kong, India, Indonesia, Japan, Korea, and Malaysia.

FBM's presence at this conference underscores its membership in AAPBS. Participation in AAPBS aims to enhance networking and connectivity activities with the business and management school community in the Asia-Pacific region.



## The 3rd Asia Pacific State of the Art Events Research Conference (APSARC) : A Historic Gathering at Fraser's Hill



In the heart of the picturesque Fraser's Hill, the 3rd Asia Pacific State of the Art Events Research Conference (APSARC) brought together industry leaders, scholars, and students from across the region. Held from May 24th to 26th, 2024, the conference hosted a range of dynamic activities, including keynote speeches and dialogue sessions featuring international speakers, insightful industry talks and workshops led by Malaysia's top event professionals, and engaging parallel sessions.

A highlight of the event was the Grand Dinner and Closing Ceremony on May 25, 2024, at Shahzan Inn Fraser's Hill. The evening was graced by Professor Dr. Firdaus Abdullah, Dean of FBM, who officiated the closing ceremony and presented awards for Best Presenter and Best Paper. Against the backdrop of Fraser's Hill's serene beauty, participants celebrated achievements and built lasting connections. The conference, organized by Semester 3 students of BA236 Bachelor Degree in Event Management, was a true testament to collaboration, generously supported by key sponsors such as Tourism Pahang, APIEM, Eventive World, Evenesis, and many others.

It was an unforgettable event filled with learning, recognition, and camaraderie, marking another milestone for the Asia Pacific Institute of Events Management (APIEM) and the future of event research.



## 6th Advances in Business Research International Conference (ABRIC) 2024: A Success in Penang



The 6th Advances in Business Research International Conference (6th ABRIC 2024) was successfully held on May 30, 2024, at DoubleTree Resort By Hilton Penang, Malaysia. A total of 145 papers were presented involving presenters from 10 countries, which are Malaysia, Indonesia, the Philippines, China, India, the United Arab Emirates, Oman, Saudi Arabia, Hong Kong, and Nigeria. This conference has witnessed a total of 39 research papers presented in a hybrid format and 106 research papers presented physically.

The Pro-Chancellor of UiTM, YBhg. Datuk Haji Abdul Wahab Bin Aziz inaugurated the opening ceremony, while, the welcoming speech was delivered by YBhg. Professor Dr. Firdaus Abdullah, the Dean of the Faculty of Business and Management, UiTM. The keynote address was delivered by Mr Neil Harris, Senior Vice President and Managing Director of Higher Education, McGraw Hill. This conference has also managed to successfully attract collaboration from Middlesex University Dubai, Universiti Malaya, Universitas Multimedia Nusantara Indonesia, and Universitas Medan Area Indonesia as co-organisers.

The organization of this conference has also received contributions from several strategic and corporate partners which are McGraw Hill, Pearson Education, Unbound Malaysia Sdn. Bhd., Malaysian Palm Oil Board (MPOB), Co-opbank Pertama, Etta Globe Enterprise, He & She Coffee, and ChaTime Malaysia Sdn. Bhd. This conference has also witnessed the exchange of a Memorandum of Understanding (MoU) and a Memorandum of Agreement (MoA) between the Faculty of Management and Business, Universiti Teknologi MARA, and several strategic partners, namely McGraw Hill and Unbound Malaysia Sdn. Bhd., Malaysia Digital Economy Corporation (MDEC) and RSA Services.



## **FBM EMBRACING GLOBAL HORIZONS with The European Marketing and Management Association**



The European Marketing and Management Association hosted a special meeting that promised to forge new bonds and unlock the door to a world of possibilities. Representatives from the Faculty of Business and Management, headed by Professor Dr. Firdaus Abdullah (Dean of FBM) following by Professor Dr Mile Vasic (President of the European Marketing and Management Association) and seven prestigious universities in Europe crossed continents to engage in a collaborative dialogue aimed at exploring potential cooperation and exchange programs.

The meeting discussed and paved the way for collaboration on various fronts, with a special focus on European projects, including (but not exclusive to) the Erasmus and Horizon Europe programs.

Research collaboration has also emerged as a cornerstone of the discussion, emphasizing the prospect of pooling intellectual capital and creating a collaborative research hub in Europe and Southeast Asian regions.

Nonetheless, the meeting discussed the nuts and bolts of inbound-outbound programs, exploring ways to facilitate seamless transitions for students and faculty members between UiTM and European universities. The emphasis on creating an environment that nurtured mutual understanding and appreciation for diversity was at the forefront.

The outcomes of this meeting mark the beginning of promising partnerships, laying the foundation for a future of collaborative initiatives that transcend geographical boundaries and enrich the academic landscape.

### **Full List of Delegates:**

- Professor Dr. Firdaus Abdullah, Universiti Teknologi MARA, Malaysia** >>>
- Dr. Nor Farradila Abdul Aziz, Universiti Teknologi MARA, Malaysia** >>>
- Dr. Ahmad Rais Mohamad Mokhtar, Universiti Teknologi MARA, Malaysia** >>>
- Dr. Azlin Zanariah Bahtar, Universiti Teknologi MARA, Malaysia** >>>
- Professor Dr. Mile Vasic, President of the European Marketing and Management Association** >>>
- Professor Dr. Nino Enukidze, Business and Technology University, Georgia** >>>
- Professor Dr. Gilles Rouet, University of Versailles Saint-Quentin-en-Yvelines, Université Paris-Saclay, France** >>>
- Professor Dr. Yioula Melanthiou, Cyprus University of Technology, Cyprus** >>>
- Professor Dr. Mircea Duică Valahia, University of Targoviste, Romania** >>>
- Professor Dr. Janka Tábořecká, Faculty of Economics, Matej Bel University, Slovakia** >>>
- Professor Dr. Irina Gabriela Radulescu, Petroleum-Gas University of Ploiești, Romania** >>>
- Professor Dr. Lidija Weis, B2 Ljubljana School of Business, Slovenia** >>>



## POTENTIAL INTER-UNIVERSITY COLLABORATION with the Centre for Health Systems and Technology, Otago University



On 10 June 2024, a significant session chaired by Associate Prof. Dr. Amirul Afif Muhamat, FBM Deputy Dean of Research & Innovation, was held to discuss potential inter-university collaboration. The discussion was led by Mohd Redhuan Dzulkpli & his team from the Health Administration Program, Department of International Business & Management Studies, FBM, along with Prof. Robin Gould, Director of the Centre for Health Systems and Technology from Otago University. The focus was on exploring research collaboration on healthcare systems and funding in their respective countries.

The meeting proposed co-editing a comprehensive book about the Malaysia Healthcare System, aiming to combine their expertise and insights to contribute to the global understanding of healthcare management and policy. This collaboration promises to foster academic exchange and enhance the healthcare narrative through a bilateral perspective.



## SUMMER PROGRAM INNER MONGOLIA UNIVERSITY OF TECHNOLOGY (IMUT)



Celebrating cultural exchange and academic collaboration, 14 students from Inner Mongolia University of Technology (IMUT) are set to embark on an enriching journey through the "Act Local, Be Local" Summer Program. This initiative is meticulously organized by the Faculty of Business and Management at UiTM Puncak Alam and is scheduled to unfold from 15 to 29 January 2024.

During this immersive two-week experience, participants will engage in a diverse range of activities aimed at fostering international understanding and cooperation. The itinerary includes interactive workshops, company visit and insightful lectures, providing a unique platform for knowledge exchange. Additionally, cultural excursions and community engagement initiatives as well as cultural games have been designed to allow students to truly "act local and be local", offering them a firsthand experience of the local culture and community.

The program not only emphasizes academic enrichment but also encourages personal growth and the development of lasting cross-cultural connections. We look forward to a memorable and mutually beneficial exchange between our IMUT guests and the UiTM Puncak Alam community.



## **FBM AWARDED AS THE PREMIER DIGITAL TECHNOLOGY INSTITUTION (PDTI) BY THE MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC)**



We are thrilled to announce that the Faculty of Business and Management (FBM) has been named a Premier Digital Technology Institution (PDTI) by the Malaysia Digital Economy Corporation (MDEC)! This prestigious recognition was presented by Dato' Seri Ir Dr Zaini Ujang, Secretary General of the Ministry of Higher Education, to Professor Dr Firdaus Abdullah, Dean of FBM, and witnessed by Professor Dr Sazili Shahibi, Deputy Vice-Chancellor of Student Affairs.

The PDTI program, initiated by MDEC, bridges the gap between industry leaders and higher education institutions, enhancing our graduates' employability through industry-aligned curricula, robust research partnerships, and enriched academic opportunities. Our students will access resources, internships, and job placements with top tech firms such as IBM, Microsoft, Oracle Academy, and Cisco, aligning with national efforts to advance digital education standards and establish Malaysia as a hub for digital innovation.

At the same event, the PDTI Tech Club was launched, with Mohammad Fariz Anuar, President of the Bachelor in Office Systems Society (BOSS), representing FBM. Additionally, Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) was recognized as 'Hab eUsahawan' with Professor Ts Dr Salmiah Kasolang, Assistant Vice-Chancellor (Entrepreneurship), receiving the award. Congratulations to all involved!



## FBM Strengthens Collaboration with MoU and MoA Signings with Various International and Local Partners for Strategic Growth



### MoA WITH FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS MULAWARMAN

The signing ceremony was between Prof. Dr. Firdaus Abdullah, dean of FBM, with Prof. Dr. H. Abdunnur (Rector of UNMUL), which indicates a significant step forward in strengthening academic ties between Malaysia and Indonesia. Also attending this ceremony from UNMUL were Dr Nataniel Dengen (Vice Rector for Collaboration), Prof. Dr. Hj. Syarifah Hidayah (Dean of Faculty of Economics and Business), and Dr. Felisitas Defung (Vice Dean for Academic Affairs).



### MoU EXCHANGE CEREMONY MAXIS X UiTM

The MoU exchange ceremony took place on 7 March 2024, at the Maxis Business Centre, Menara Maxis, Kuala Lumpur. This momentous event featured UiTM's Vice Chancellor, the esteemed Prof Datuk Dr Shahrin bin Sahib @ Sahibuddin, and Maxis' CEO, Mr. Goh Siew Eng. Joining the celebration were ICAN's Deputy Vice Chancellor Representative, Associate Professor Dr Mahadir Ladisma, FBM's Dean Professor Dr Firdaus Abdullah, Deputy Dean of ICAN Dr Nor Farradila Abdul Aziz, Maxis Board Member Dato' Hamidah Naziadin, and Maxis Chief Corporate Affairs Officer Ms Mariam Bevi binti Batcha.





### **MoU & MoA EXCHANGE WITH INDUSTRIES & IFTAR PERDANA FBM**

On 21 March 21 2024, FBM organized a momentous MoU & MoA exchange between UiTM and six esteemed bodies and institutions: The European Marketing and Management Association (EUMMAS), eCEOs Sdn Bhd, Binaskill Academy PLT, Suzhou City University & Asia China Education And Culture Association (ACEC), and Universal AI University. The exchange, held in a hybrid format, saw the esteemed presence of key figures such as Dr. Affaro Affandy, Chief Executive Officer of Binaskill Academy Plt, Ir. Dr. Ahmad Nizar Bin Harun, Deputy CEO & COO of eCEOs Sdn Bhd, Mr. Yang Cheng Cheng, Executive Regional Director of Asia China Education And Culture Association (ACEC), along with online attendees Prof. Dr. Mile Vasic, President of European Marketing And Management Association (EUMMAS), Prof. Zhou Gao, Vice President of Suzhou City University, and Mr. Tarundeep Singh Anand, Chancellor of Universal AI University, India.



## COURTESY VISIT FROM THE FEDERATION OF MALAYSIAN MANUFACTURERS (FMM)



Professor Dr Firdaus Abdullah, the Dean of FBM was delighted to extend a warm welcome to the Federation of Malaysian Manufacturers (FMM) team for a courtesy visit taken place on the 29th of January, 2024. The delegation from FMM consisted of Adjunct Professor, Dato' Zuraidah Mohd Said, Dr Helena Eian Yeut Lan (Chairman, Selangor & Kuala Lumpur Branch), Mr. Koo Swee Por and team.

This visit offered an excellent platform to engage in discussions regarding our mutual interests, 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 encompass academic initiatives, industry advisory, knowledge transfer programs, and strategic partnership between the parties.



## COLLABORATIVE MEETING BETWEEN FBM AND SECURITIES INDUSTRY DEVELOPMENT CORPORATION (SIDC)



The collaborative meeting between FBM and Securities Industry Development Corporation (SIDC) took place on 26 January 2024 at the SIDC Office in Bukit Kiara. The meeting was attended by Former UiTM Vice Chancellor, Datuk Dr Roziah Mohd Janor, YM Tengku Zarina Tengku Chik, the Chief Executive Officer of SIDC, and Prof Dr Firdaus Abdullah, Dean of the Faculty of Business and Management. The discussion focused on the prospects for training and professional growth, specifically addressing the Securities Commission Licencing Examination (SCLE) for FBM students aspiring to become licenced capital market professionals. Not only does this improve their academic credentials, but it also provides them with vital skills necessary for future career, particularly in the capital market.

Prof Dr Firdaus, the Dean of FBM, has officially appointed YM Tengku Zarina as the Industry Advisory Panel (IAP) for the Faculty of Business and Management. Tengku Zarina's tenure will begin on 1 February 2024 and end on 30 January 2026. An IAP position provides vital insights to the faculty into current and future industry trends. This ensures that the programme curriculum remains relevant to the market context. FBM extends its congratulations to YM Tengku Zarina on her recent appointment.

This collaboration between the university and industry helps to connect the theoretical notions created in academics with their practical implementations in the industry.



## *Partnering for Success :* **Collaboration with FBM**



### **FBM X KG GAJAH X KG SG KAJANG TG KARANG**

Esteemed visit and bilateral conversations took place at the FBM Deanery Office on 27 February 2024, with the representatives from the District and Land Office of Kampung Gajah, Perak, and Kampung Sungai Kajang, Tanjong Karang. This meeting was attended by the Deputy District Officer, Village Head, and the Chairman of the Village Residents Committee, chaired by the dean, Professor Dr Firdaus Abdullah. Topics included discussions on ongoing activities and projects such as the Pasir Salak Heritage Carnival, traditional culinary studies, and small to medium-sized business management courses.



### **FBM X ICEPS X UBS UZBEKISTAN**

Esteemed visit by the delegation from the University of Business and Science (UBS), Uzbekistan, along with iCEPS headed by Dr Wan Norbani Wan Noordin to FBM took place on February 27, 2024, at the FBM Deanery Office. This visit delved into discussions chaired by the dean, Professor Dr Firdaus Abdullah, about the Islamic banking franchise program at UBS which scheduled to launch in October 2024. Three delegates from UBS participated in the visit, namely Mrs. Roza Shoeva (Director of UBS, Tashkent Branch), Mr. Shokhrukhbek Mamadaliev (Rector Advisor), and Mr. Shokhrukh Ibragimov (Head of the International Department).



## *Partnering for Success :* **Collaboration with FBM**



### **FBM X CELCOMDIGI**

CelcomDigi, a major telecom company, and the Faculty of Business and Management (FBM) at UiTM Puncak Alam formed a collaborative meeting on March 4, 2024. The meeting, held at the FBM office in UiTM Puncak Alam and attended by En Shamsul Anuar Ghazali, the Business Development & Special Project representative from CelcomDigi, and En Mohd Shahfizam Bin Selamat, the Head of Trade Planning from CelcomDigi, along with Deputy Dean (ICAN) Dr Nor Farradilla Abdul Aziz and Pn Lailatul Faizah Abu Hassan, the Entrepreneurship Coordinator, focused on innovative initiatives related to entrepreneurship training, career amplification, and improved services for UiTM students.



### **FBM X FEB UNPAD**

The fruitful collaboration between FBM and Fakultas Ekonomi dan Bisnis (FEB) Universitas Padjajaran (UNPAD) on Research Excellence and International Community Service! Led by Dr. Zahariah Sahudin, the FBM team including Dr. Balkis Haris, Dr. Hasni Abdullah, and Madam Norsaliza Abu Bakar joined forces with the esteemed UNPAD team led by Prof Dr. Hjh Nunuy Nur Afiah, Prof Dr. Maman Setiawan, Dr. Alfiah Hasanah, and Dr. Arie Pratama. The event took place on 19-20 February 2024 at UNPAD, Bandung, Indonesia.



## *Partnering for Success :* **Collaboration with FBM**



### **FBM X IBM X MDEC**

The collaboration meeting on March 13, 2024, where @ibm , @mymdec , and FBM joined forces to explore innovative avenues in digital talent empowerment! An exciting discussion with Lead CSR, Mr. Gajendran from IBM, and Lead Digital Talent, Fazyratul Abd Rahim from MDEC, alongside the esteemed presence of Dr. Nor Farradila Abdul Aziz and the ICAN team.



### **FBM X MOHE X PETRO TEGUH**

A dynamic and productive session unfolded at the meeting between FBM, Ministry of Higher Education (MOHE), and Petro Teguh Sdn Bhd on 15th March! We delved into discussions on business incubation, incentives, and start-up grant allocation, aiming to fuel the entrepreneurial spirit of our students, in partnership with SME Corp & UiTM strategically, Petro Teguh. The meeting was attended by Professor Dr Azlinda Azman, Director General of MOHE, alongside Dean of FBM, Professor Dr Firdaus Abdullah, Dato' Dr Mohd Shahril Abdullah, Director of Industry Relation Division MOHE, Mr Hirman Awang, Director of Student Affairs Division MOHE, and Dato' Sri Azmin Mustam Abdul Karim, CEO of Petro Teguh.



## Partnering for Success : Collaboration with FBM



### FBM X PRUDENTIAL

A momentous occasion took place at Menara Prudential, Kuala Lumpur, on 14 March 2024, as FBM and Prudential joined forces for a transformative partnership. Leading this collaboration were Jeffrey Lam, the head of CSR, and Mad Rizal, the manager of CSR from Prudential, along with Dr Farradilla Aziz, the Deputy Dean of FBM, and the FBM ICAN team.



### FBM X ETIQA-AKZA PPZ

FBM and Etiqa-AKZA PPZ have formed a partnership to transform one of the rooms in the PFI building into a versatile discussion space for students and staff.



## *Partnering for Success :* **Collaboration with FBM**



### **FBM X TAKAFUL MALAYSIA**

On 19th April 2024, Faculty of Business Management team lead by dean Prof. Dr. Firdaus Abdullah, had the honor of meeting with Nor Azman Zainal, Group CEO of Syarikat Takaful Malaysia Bhd. Together with our esteemed delegation, Deputy Dean for Industry Linkage and Alumni Dr. Nor Faradilla Abd Aziz, Head of the Department of Economics and Financial Studies Assoc. Prof. Dr. 'Ismah Osman, Coordinator for Economics and Insurance Puan Faziatul Amillia, alongside with Chief Human Resource Officer Ms. Rina Sarif and the team, they discussed future collaborations, entrepreneurship opportunities for the students, and strategies for industry engagement.



### **FBM X MBSM BANK**

An enlightening day unfolded at DK1 (200), PFI building, UiTM Puncak Alam Campus as FBM and MBSB Bank Berhad came together for a crucial cybercrime awareness seminar and poster design prize giving ceremony! On May 8, 2024, attendees were treated to insights from Encik Mohd Syafiq Mohd Latif, Digital Banking Scam Analysis Officer at MBSB Bank Berhad, who shared invaluable tips to stay vigilant against digital scams. From recognizing scammer tactics to implementing MBSB's security measures, knowledge was power.



## *Partnering for Success :* **Collaboration with FBM**



### **FBM X UNIVERSITAS MULAWARMAN**

FBM extends a gracious welcome to the esteemed delegation from Universitas Mulawarman, as we convene to explore critical modules in Human Resource Management, Finance, and Marketing. From May 13th to May 16th, we anticipate a series of rigorous discussions, knowledge exchange, and strategic collaborations. This gathering underscores our shared commitment to advancing corporate excellence and driving organizational success. We look forward to a fruitful and enriching engagement.



### **FBM X VALIRAM GROUP**

On 6 May, Valiram Group, a prominent player in the retail industry, held a strategic meeting with the Faculty of Business and Management (FBM) at UiTM Campus Puncak Alam to explore collaborative opportunities. The primary focus was on providing practical training for Retail Management students and organizing career seminars to offer insights and guidance for those pursuing careers in business and retail. Valiram Group was represented by Daniel Webb, Assistant Vice President of Group Talent Development, Human Resources; Aiesya Azaman, Lead of Employee Experience, Human Resources; and Liaqilah Kamarul, Executive of Employee Experience, Human Resources.

The FBM team included Prof. Dr. Firdaus Abdullah, Dean of the Faculty of Management and Business; Dr. Noor Farradila Abdul Aziz, Deputy Dean (Industry, Community, and Alumni Network); Dr. Diyana Mohamed Shobri, Head of Entrepreneurship and Marketing Studies; Dr. Muhammad Azman Ibrahim, Course Coordinator of Marketing and Retail Program; Puan Zarith Delaila Abd Aziz, Senior Lecturer of Retail Program; and Dr. Nadhrathul Ain Ibrahim, Senior Lecturer of Retail Program.



## Partnering for Success : Collaboration with FBM



### FBM X FMM

On 2 May 2024, was a momentous day at the Hicom-Glenmarie Industrial Park as FBM convened with the Federation of Malaysian Manufacturers (FMM) for a transformative partnership meeting. Dr. Syanmugan Vivekanada Nadarajan, Head of Training, and Dr. Helena Eian Yuet Lan, FMM SKL Branch Chairman, represented FMM. Alongside them, the UiTM delegation, including Prof Dr. Firdaus Abdullah, Dean of FBM, Dr. Noor Faradilla Abdul Aziz, Deputy Dean of FBM, Dr. Keshminder Singh Jit Singh, Head of Postgraduate Studies, and Puan Lailatul Faizah Abu Hassan Coordinator Entrepreneurship, discussed fostering stronger ties between academia and industry.



### FBM X RAKAN DEMOKRASI

On 9 June 2024, Shah Alam's Car-Free Day saw a historic event as FBM students collaborated with Rakan Demokrasi for the Larian Rakan Muda Edisi Demokrasi. Esteemed attendees included Ms. Azura Hj Sarbin, Director of the Department of Youth and Sports Selangor State; YBr. Professor Dr. Firdaus Abdullah, Dean of FBM, UiTM Puncak Alam; Mr. Madiyan bin Haji Baweh, Acting Deputy Mayor of Shah Alam; Mr. Roshan M. Abdullah, Group CEO of Mycron Steel Berhad; and Mr. Muhammad Shakir Bin Ameer Mohideen, Member of the Shah Alam City Council. Alongside them, Eureka Event Management students played a crucial role in organizing the event.



## **FBM Dean, Professor Dr. Firdaus Abdullah, Visits MAHSA University**



FBM Dean, Professor Dr. Firdaus Abdullah, recently visited MAHSA University alongside Mr. Yang Chengcheng, Executive Director of the ACEC Association (China). During their visit, they held a productive meeting with MAHSA University's CEO, Dato' Dr. Shahril Mohamed Haniffa, and Executive Director, Dato' Dania Abdul Wahab.

The discussions culminated in a mutual agreement to pursue collaborative efforts in various educational and professional domains. These include international mobility programs, professional certification initiatives, micro-credentialing and MOOCs, executive education and short courses, APEL Q & C (Accreditation of Prior Experiential Learning for Qualifications and Credits), and advancements in digital learning.

The meeting marks a significant step towards enhancing educational opportunities and fostering cross-border academic and professional exchanges.



## THE KAMPONG GAJAH COMMUNITY EVENT



On Friday, May 3, 2024, the Faculty of Business Management (FBM), Universiti Teknologi MARA (UiTM) Cawangan Selangor fulfilled the invitation to visit the Land and District Office, Kg. Gajah, Perak Tengah. The delegation from FBM was led by the Dean, Profesor Dr. Firdaus Abdullah accompanied by Associate Professor Zaidi Mohd Aminuddin, the Chairman of the collaborative project and, other lecturers. The hosting party included the District Officer, Mr. Mohd Zaki Abdul Rahman, the Head Assistant District Officer, Mr. Norhisham Karno, the Penghulu of Kota Setia district, Dr. Mettirozman Ayob, and other officers. Also present to provide support were the Rector, UiTM Perak, Associate Professor Dr. Nur Hisham Ibrahim dan Program Coordinator, Ts. Ahmad Sofiyuddin Mohd Shuib.

During the event, we explored various proposals aimed at improving Kampong Gajah. Engaging presentations covered a wide range of topics, including local enterprise enhancement and the empowerment of the Kampong Gajah Community. After lunch, we had the opportunity to visit Pasir Salak Eco Resort and Sangkar Ikan Kampung Tanjung Bidara, providing us with a firsthand look at the potential for local tourism and community involvement.



# From Tawau to Triumph

## Julia's Journey of Turning Challenges into Success



Julia Abd Hatim, a determined entrepreneur from Tawau, Sabah, began her journey into the business world during a challenging time. She recalls, "I started my business in early 2020, right when the COVID-19 pandemic hit, and the Movement Control Order (MCO) was implemented. Being stuck at home and uncertain about my income, I was inspired to find a way to support myself."

As a Bachelor of Business Administration (Hons) Entrepreneurship (BA263) student, Julia had the knowledge and drive to identify a promising opportunity. "I realized there was a potential in marketing village products through e-commerce platforms," she explains. With this insight, she began offering dried seafood products from her hometown, including anchovies and various other items. Her initiative paid off as the response was overwhelmingly positive, motivating her to continue expanding her business.

However, the path wasn't without its hurdles. "One of the main challenges I faced was stock issues," Julia admits. "Sometimes, products like anchovies would run out unexpectedly, making it difficult to meet customer demands. This was especially stressful when customers were looking for specific items that weren't available." Despite these challenges, Julia's resilience shone through. She continuously sought solutions to these obstacles to ensure her business ran smoothly.

Looking ahead, Julia has ambitious plans for growth. "Right now, I focus on dried seafood, but I intend to expand into fresh seafood, specifically sourced from Tawau, Sabah," she shares. Her determination and innovative spirit have not gone unnoticed, as she was awarded the Best Entrepreneurship Award 2023 by the Ministry of Higher Education Malaysia.

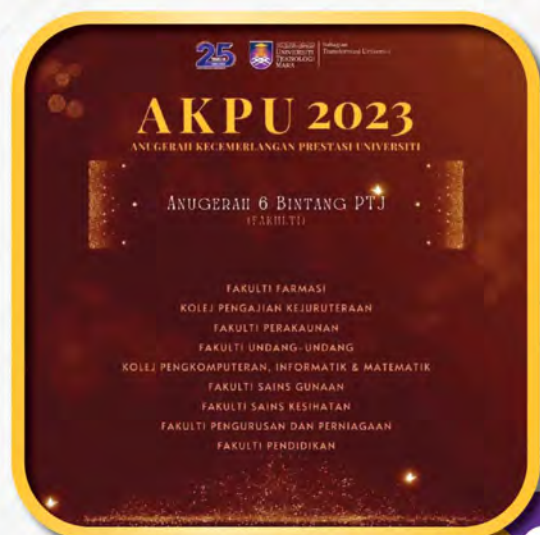
Julia's journey is a testament to the power of perseverance and creativity in entrepreneurship. She hopes her story inspires others to see that opportunities can be created even in the toughest of times. "I want to keep growing my business and building a better future through entrepreneurship," she concludes, embodying the essence of an entrepreneur who rises above challenges and achieves success.

**Author : Dr. Mohammad Zulfakhairi Mokhtar**



# Congratulation!

## FBM Shines with Multiple Awards at Anugerah Kecemerlangan Prestasi Universiti (AKPU 2023)







The conferment of the AKPU 2023 Award is a recognition of the faculty's unwavering efforts, dedication, and commitment to achieve academic and management excellence.

This victory not only reflects the quality of education offered but also reinforces the faculty's reputation as a leader in the field of management and business. This achievement is the result of the close collaboration between lecturers, students, and support staff who have never given up in pursuing the faculty's mission and vision.

Our deepest gratitude is extended to all parties who have contributed to this success. May this success be a driving force for us to continue to achieve more successes in the future and maintain the standard of excellence that has been achieved.



# Congratulation!

## FBM Celebrates Excellence with 5 MeTIC Best Achievement Awards



25th Anniversary of Universiti Teknologi Malaysia  
+ICANUITM

**MeTIC 13** | 2024  
29-30 April

**SKPG2023: KADAR RESPONS TERBAIK**

Kategori Kolej Pengajian/Fakulti  
Tempat Pertama  
Fakulti Pengurusan dan Perniagaan

+ICANUITM / #icanmakelthappen



25th Anniversary of Universiti Teknologi Malaysia  
+ICANUITM

**MeTIC 13** | 2024  
29-30 April

**GE2022: GE USAHAWAN**

Kategori Kolej Pengajian/Fakulti  
Fakulti Pengurusan dan Perniagaan

+ICANUITM / #icanmakelthappen



25th Anniversary of Universiti Teknologi Malaysia  
+ICANUITM

**MeTIC 13** | 2024  
29-30 April

**ANUGERAH PROJEK KOMUNITI (HASIL PENYELIDIKAN/INOVASI)**

Kategori Kolej Pengajian/Fakulti  
Tempat Ketiga  
Fakulti Pengurusan dan Perniagaan

+ICANUITM / #icanmakelthappen





Congratulations to the Faculty of Business and Management for the outstanding achievements and receiving 5 MeTIC Best Achievement Awards 13/2024.

MeTIC 13/2024 Award is the highest recognition given by the ICAN Deputy Vice Chancellor's Office to all branch campuses and faculties. The awards ceremony was held on 29 April 2024.

MeTIC 13/2024 Awards received by Faculty of Business and Management:

**Anugerah SKPG 2023 :  
Kadar Respons Terbaik (TEMPAT PERTAMA)**

**Anugerah GE 2022 :  
GE Keusahawanan**

**Anugerah Projek Komuniti Hasil Penyelidikan / Inovasi (TEMPAT KETIGA):  
Program Kelestarian Kebudayaan dan Pelancongan Bera 2023 (PKKP 2023) : Program  
Pelancongan Knowledge Transfer Inovasi Mobilegraphy Tourism**

**Anugerah Penarafan Bintang Terbanyak PTJ  
(TEMPAT KETIGA)**

**Anugerah Pencapaian Terbaik PTJ 2023 :  
Sumbangan Alumni Tertinggi**

These honours symbolise the dedication and participation of all faculty members who actively participate in industry, community, and alumni projects.

Furthermore, in contrast to the previous year, FBM had only received 4 awards, however this year we have made significant progress by winning a total of 5 categories at the MeTIC Awards 2023.



## Rakan Demokrasi X FBM

### FBM Students Lead the Way at Shah Alam's Historic Car-Free Day with Larian Rakan Muda Edisi Demokrasi



On June 9, 2024, Shah Alam's Car-Free Day saw a historic event as FBM students collaborated with Rakan Demokrasi for the Larian Rakan Muda Edisi Demokrasi. Esteemed attendees included Ms. Azura Hj Sarbin, Director of the Department of Youth and Sports Selangor State; YBrs. Professor Dr. Firdaus Abdullah, Dean of FBM, UiTM Puncak Alam; Mr. Madiyan bin Haji Baweh, Acting Deputy Mayor of Shah Alam; Mr. Roshan M. Abdullah, Group CEO of Mycron Steel Berhad; and Mr. Muhammad Shakir Bin Ameer Mohideen, Member of the Shah Alam City Council. Alongside them, Eureka Event Management students played a crucial role in organizing the event.

This collaboration showcased the synergy between academia and industry, aiming to equip graduates with market-ready skills. Sponsors such as Decathlon Shah Alam, Hi-Rev Lubricant, Makerz, Dashing Perfume, and Berjaya Times Square Theme Park supported this initiative. A highlight was the recognition of 13 dedicated students and their advisors, Ms. Azzura Nordin and Ms. Ayu Rohaidah, for their efforts in shaping the future.

The event promoted community sports and active lifestyles, organized by the Shah Alam City Council and the Department of Youth and Sports Selangor State, with 2,000 participants. The partnership with Eureka Event from UiTM offered valuable practical experience, serving as the Final Year Project for BA2365A Bachelor of Event Management students at UiTM Puncak Alam. This event exemplified unity, innovation, and the journey ahead.



## **PROFESSORIAL TALK SESSION**

### **YBhg. Professor Dr. Firdaus Abdullah**



On January 22, 2024, marks a significant date for Prof. Dr. Firdaus Abdullah, the Dean of the Faculty of Management and Business, as he successfully delivered his Professorial Lecture titled "Towards Business Sustainability Through Service Marketing."

The event took place at DK500, UiTM Selangor, Puncak Alam Campus, and was graced by the presence of distinguished guests from the university's top management, academia, industry, and students. Among them were Datuk Hajah Dr. Roziah Janor (Former Vice-Chancellor), Prof. Dr. Shahrizan Zainal Abidin (Deputy Vice-Chancellor for Internationalization), Datuk Hj. Subhi Bin Hj. Dziauddin (Adjunct Professor), Dato Zuraidah Mohd Said (Adjunct Professor), Dato Dania Abdul Wahab (President KNKV Group), Dato Sri Azmin Mustam (CEO Petro Teguh), and Tan Sri Dr. Bashir Ahmad (Chairman of MRT Corp). Also in attendance were Prof. Dr. Haslinda (Dean of the Faculty of Accounting), Dr. Affaro Affandi (CEO Bina Skill), and Mr. Habib Noh (CEO Golden Venture). The event was well-attended by all members of the Faculty of Business and Management and the Heads of Study Centers from branch campuses.

Heartfelt congratulations are extended to Prof. Dr. Firdaus Abdullah for this noteworthy achievement. His continued dedication and commitment are appreciated as he strives for excellence, contributing expertise, energy, and devotion to the success of UiTM.



# *FBM Strategic* **ACTION PLAN RETREAT 2024**



The Faculty of Business and Management (FBM), UiTM Puncak Alam held their yearly Strategic Action Plan Workshop recently on 8th to 10th January 2024 at ILD UiTM, Bandar Enstek, Negeri Sembilan. The main aim of this workshop was to discuss and develop an action plan for the faculty to strengthen its direction and increase productivity for year 2024.

The action plan isn't just about making a checklist of how to go about in order to hit the KPI/PI targets, it's about crafting a roadmap that guides faculty members towards achieving the aspiration of FBM and UiTM as a whole. The workshop was headed by Professor Dr Firdaus Abdullah, the Dean of Faculty of Business and Management.

Importantly, the two-day workshop provided a platform for FBM members to meet face to face and spent time collaboratively on the way forward focusing on the areas of academic, research, industry & community linkages, entrepreneurship, income generation, as well as finding ways to increase FBM's visibility. Therefore, a substantial strategic action plan and targets have been mapped out in this workshop. A well-defined action plan will encourage a healthy work culture which then contribute to fulfilling both the faculty and university's Key Performance Indicator (KPI).



## The Staff Development and Mindset Enhancement Program 2024



The Staff Development and Mindset Enhancement Program for FBM 2024 was held from May 23 to 25, 2024, at UiTM Branch Terengganu. This program, aimed at fostering esprit de corps among the administrative staff, was attended by 40 FBM administrators from Shah Alam and Puncak Alam. We extend our thanks to the Dean and the Management for providing the opportunity to carry out this program. We hope that the administrators will excel in their duties, maintain strong relationships, and effectively fulfil their responsibilities and trust in pursuit of FBM's excellence.



## FBM LAPTOP ASSISTANCE

# Handover For Students



Faculty of Business and Management (FBM), through the FBM Student Affairs Unit, organized a laptop assistance handover session for affected FBM students. This initiative was supported by McGraw Hill, which sponsored 5 laptops for student use.

Through this program, 5 FBM students identified as needing assistance received the laptops. The handover was conducted by Prof. Dr. Firdaus Abdullah, Dean of FBM, witnessed by Tn. Syed Ashrene Syed Omar, Deputy Dean of Student Affairs FBM, at the Dean's Office.

This initiative is part of FBM's commitment to ensure students receive the necessary support to face the challenges of learning in the digital age. A big thank you to McGraw Hill for their valuable contribution, which will undoubtedly enhance the access and quality of education for FBM students.



# Congratulation!

## PROMOTED STAFF



DEAR NEWLY PROMOTED STAFF CONGRATULATIONS!  
MAY THIS RECOGNITION MOTIVATE THE STAFF TO GIVE MORE TO THE STUDENTS, FACULTY, AND COMMUNITY  
FROM THE DEAN AND MEMBERS OF THE FACULTY OF BUSINESS & MANAGEMENT, UNIVERSITI TEKNOLOGI MARA  
(UiTM)



# *Congratulation!*

## **TS. DR. AHMAD RAIS MOHAMAD MOKHTAR**

Congratulations to Ts. Dr. Ahmad Rais Mohd Mokhtar on being appointed as the Director of the ASEAN Regional Centre for EUMMAS!



# Congratulation!

## ON SECURING RESEARCH GRANT

**25** **FBM** **2024** **1/3**

*Congratulations*

**On Securing Grant from Japan Centre for Economic Research**  
**Amount**  
RM32,000.00

**Grant Leader**  
Assoc. Prof. Dr. Azzarina Binti Zakaria

**Grant Member**  
Kenji Ishida  
Takayoshi Beppu

**Project Title**  
Work-Life Balance of Mothers with Children with Developmental Disabilities: Mixed Research Approach Focusing on Their Time Use

<https://fbm.utm.edu.my>

**25** **FBM** **2024** **1/3**

*Congratulations*

**On Securing Grant from Vice Chancellor's Special Project (VCSP)**  
**Amount**  
RM12,000.00

**Grant Leader**  
Prof Ts Dr. Veera Pandiyan A/L Kaliani Sundram

**Grant Member**  
Assoc. Prof. Dr. Siti Norazura  
Assoc. Prof. Dr. Chuan Soo Cheng  
Assoc. Prof. Dr. Melana Shahrin  
Dr. Nurussalwa Nisak Izzati Ahmad  
Ts Dr. Ahmad Rais bin Mohamad Mohd Yusoff  
Ts Dr. Siti Norida Ismail Wajah  
Professor Dr. Peter Chidster (RMIT University, Australia)

**Project Title**  
Best Practices in Sustainability Supply Chain Logistics

<https://fbm.utm.edu.my>

**25** **FBM** **2024** **1/3**

*Congratulations*

**On Securing Grant from Vice Chancellor's Special Project (VCSP)**  
**Amount**  
RM10,000.00

**Grant Leader**  
Prof Dr. Ja'afar bin Pyeman

**Grant Member**  
Assoc. Prof. Dr. Shalwazain bin Zakaria  
Assoc. Prof. Dr. Mohd Zakiffi bin Abdillah  
Dr. Noreshah Binti Othman  
Dr. Zahidah Binti Baharudin  
Professor Dr. W. K. Achala C. Ganesappa (Gallegamawwa University of Sri Lanka)  
Dr. Rajan Sampath Herwege (Sabaragamuwa University of Sri Lanka)

**Project Title**  
Developing Comprehensive Framework for Young Entrepreneurs' Sustainability in Malaysia and Sri Lanka

<https://fbm.utm.edu.my>

Massive congratulations to the brilliant minds at FBM for their exceptional achievements in securing prestigious research grants from the Japan Centre for Economic Research and the Vice Chancellor's Special Project. This remarkable accomplishment not only underscores our unwavering commitment to pushing the boundaries of knowledge but also reflects the relentless dedication and expertise of our researchers.

With each grant secured, we pave the way for groundbreaking discoveries and transformative impact on a global scale.



# Congratulation!

## ON SECURING CONSULTATION PROJECT



**25** **2024** **RESEARCH AND INNOVATION (RENOVA) UNIT**

### Congratulations

On securing consultation project from HALAL INTERNATIONAL SELANGOR (HIS), HIS Topik Sdn Bhd

**Project Title:**  
NEEDS FOR HALAL TRACEABILITY SYSTEM AMONG INDUSTRY PLAYERS IN SELANGOR

**Leader:**  
ASSOC. PROF. DR. HARLINA SUZANA JAAFAR

**Members:**  
1) L. EMI NORMALINA OMAR  
2) R. NUR ATIQAH ROCHIN DEMONG  
3) CENTRE FOR HALAL MANAGEMENT AND BUSINESS INNOVATION

**Total amount received**  
RM60,720

RESEARCH AND INNOVATION (RENOVA) UNIT  
<https://fbm.uibm.edu.my> Facebook YouTube X Tiktok FBM UTM



**25** **2024** **RESEARCH AND INNOVATION (RENOVA) UNIT**

### Congratulations

On securing grant from MINISTRY OF HIGHER EDUCATION, SCIENCE, AND INNOVATIONS OF THE REPUBLIC OF UZBEKISTAN

**Project Title:**  
METHODOLOGY FOR ESTIMATING THE POVERTY LEVEL BASED ON THE PRODUCTIVE EMPLOYMENT OF THE POPULATION

**Leader:**  
PROFESSOR DR ROHANA NGAH

**Members from Tashkent State University of Economics:**  
1) D<sup>r</sup>. GULNORA ABDURAKHMANOVA  
2) R. SANJAR GOTIPNAZAROV  
3) T. SAMANDAR QURBANOV  
4) DR. AZIZA IRMATOVA

**Total amount received**  
USD 134,000 approximately  
RM 634,108

RESEARCH AND INNOVATION (RENOVA) UNIT  
<https://fbm.uibm.edu.my> Facebook YouTube X Tiktok FBM UTM

Massive congratulations to the brilliant minds at FBM for their exceptional achievements in securing consultation project from Halal International Selangor Sdn Bhd. This remarkable accomplishment not only underscores our unwavering commitment to pushing the boundaries of knowledge but also reflects the relentless dedication and expertise of our experts.

With each consultation project secured, we pave the way for groundbreaking discoveries and transformative impact on a global scale.



# Dean's Award Ceremony



The Faculty of Business and Management at Universiti Teknologi MARA, Puncak Alam, celebrated the outstanding academic achievements of its students with the Dean's Award ceremony held on June 7th and June 14th, 2024, at DK200, PFI, and DK500 Faculty Pharmacy, UiTM Puncak Alam.

The event, hosted by the Sekretariat Mahasiswa Fakulti (SMF) and the Student Association Faculty of Business and Management (FBM), honored students who attained a GPA of 3.50 and above for the October 2023 - February 2024 semester.

The ceremony was graced by the presence of the FBM Dean, Prof. Dr. Firdaus Abdullah, Deputy Dean of Student Affairs, Tn Syed Ashrene Syed Omar, as well as the Heads of Departments and Course Coordinators.

Congratulations were extended to all recipients of the Dean's Award, with hopes that their success will inspire others to strive for excellence. The event underscores the commitment of FBM UiTM Puncak Alam to nurturing quality education and fostering a transformative student experience.



# *"Majlis Apresiasi Pelajar"*

## **FACULTY OF BUSINESS AND MANAGEMENT 2023**



Appreciation Ceremony of the Faculty of Business and Management 2022 was organized by the Sekretariat Mahasiswa Fakulti (SMF) in conjunction with the Majlis Perwakilan Pelajar (MPP) Faculty of Business and Management, with the goal of celebrating and appreciating the spirit of all students specifically FBM Student's Association who have successfully enriched the name of Universiti Teknologi Mara (UiTM) at various levels through the organization of programmes throughout the year 2022. The program was held on 13th January 2023 in DK500, UiTM Puncak Alam with the theme Cute, Simple and Aesthetic. This program was also officiated by YBhg. Professor Dr. Firdaus Abdullah, Dean Faculty of Business and Management.



## FBM DELEGATES ATTENDING SIRI CERAMAH

### *Tun Dr Siti Hasmah*



On June 15, 2024, we enjoyed a delightful Saturday high tea with Persatuan Siswazah Wanita Malaysia (PSWM) at the Kuala Lumpur Golf and Country Club (KLGCC) for the Siri Ceramah Datin Seri Dr. Siti Hasmah. We were honored to have YBhg Tan Sri Rafidah Aziz, former minister, as our esteemed guest speaker. Her insightful discussion on “Personal Development of the 21st Century” provided a rare opportunity to hear from one of Malaysia’s most respected leaders on the importance of developing future leaders. She emphasized that the struggle for equality is a collective effort by all who care about human rights.

The event was graced by PSWM’s patron, YABhg Toh Puan Dr. Aisyah Ong, YBhg Datin Fauziah Mohd Ramly (former president), Exco members, academicians, and undergraduate students from UiTM, Universiti Teknologi Petronas, Taylor’s University, and Cempaka School.



**QS WORLD UNIVERSITY RANKINGS**  
*by subject*

**2024**



**2023**





# Accreditation Body



Chartered  
Insurance  
Institute

Standards. Professionalism. Trust.



Regional Asia Pacific Centre



The Digital Skills Standard



The Chartered  
Institute of Logistics  
and Transport





# FBM International

## 2023-2024

### STAFF & STUDENT MOBILITY



**INDIA**  
(INBOUND - 104)

**KOREA**  
(INBOUND - 2)  
(OUTBOUND - 5)

**BRUNEI**  
(INBOUND - 4)  
(OUTBOUND - 2)

**PHILIPPINES**  
(INBOUND - 1)

**UNITED STATES**  
(OUTBOUND - 1)

**INDONESIA**  
2023 - (INBOUND 113/  
OUTBOUND 143)  
2024 - (INBOUND 96/  
OUTBOUND 34)

**GERMANY STUDENTS**  
2023 - (IN 2 / OUT 145)  
2024 - (OUT 6)

**CHINA**  
(INBOUND - 17)

**BULGARIA**  
(OUTBOUND - 4)

**JAPAN**  
(OUTBOUND - 2)



## MoU & MoA *Universities & Industries*



**SPAIN (1)**  
**GERMANY (1)**  
**ROMANIA (1)**  
**UNITED STATES (1)**  
**UNITED KINGDOM (2)**

**AUSTRALIA (1)**  
**UAE (1)**  
**GEORGIA (1)**  
**BOSNIA & HERZEGOVINA (1)**  
**TURKEY (1)**

**INDONESIA (10)**  
**INDIA (4)**  
**MALAYSIA (41)**  
**CHINA (1)**  
**PHILIPPINES (1)**



# Faculty of Business and Management Prominent Alumni



**Tan Sri Dr Bashir Ahmad Abdul Majid**  
Chairman  
Mass Rapid Transit Corporation Sdn Bhd



**Tan Sri Dato' Hj M Ariffin Yusof**  
Founder & Managing Director  
Primabumi



**Datuk Seri Ahmad Farid Ridzuan**  
Former CEO  
Media Prima Sdn Bhd



**Datuk Seri Mohamed Shazalli Ramly**  
Non-independent Non-executive Chairman  
Pharmaniaga Berhad & Air Asia X



**Dato' Seri Dr Mohamed Azahari Mohamed Kamil**  
Independent Non executive Director  
Pavilion Reit Management Sdn. Bhd.



# Faculty of Business and Management Prominent Alumni

**Datuk Seri Rina Mohd Harun**

Former Minister  
Ministry of Women, Family and Community  
Development



**Dato' Seri Azmin Mustam Abdul Karim**

Managing Director  
Petro Teguh (M) Sdn Bhd



**Datuk Nora Abd Manaf**

Chief Human Capital Officer  
Malayan Banking Berhad



**Datuk Hj Mohd Syafiq Hj Abdullah (P.M.W)**

Group Managing Director &  
Founder VFive Group



**Dato' Wan Azhar Wan Ahmad**

Chairman of the Board of Directors  
Alliance Islamic Bank



**Datuk Baharom Embi**

Chairman  
Co-op Bank Pertama





# Faculty of Business and Management Prominent Alumni

**Datuk Dr Mohd Yusoff Sulaiman**  
President  
Malaysia Rail Industry Corporation



**Datuk Zulkifli Ishak**  
Board of Directors Member (Knowledgeable and  
Experienced Representative)  
Universiti Pertahanan Nasional Malaysia

**Datuk Noripah Kamso**  
Chairman : Arabasque Malaysia  
Member of the Board of Directors: DXN Holdings Bhd, Swift  
Haulage Berhad & Top Glove Corporation Berhad  
Strategic Advisor: Pantas



**Datuk Azrulnizam Abdul Aziz**  
Chairman  
PRIMA Corporation Malaysia

**YB Dato' Sri Hajah Nancy Shukri**  
Minister  
Ministry of Women, Family and Community  
Development



**Dr Sharmila Mohamed Salleh**  
Chief Executive Officer  
Yayasan Inovasi Malaysia  
Kementerian Teknologi Sains dan Inovasi



## Faculty of Business and Management Prominent Alumni

**Dr Mohd Afzanizam Abdul Rashid**  
Chief Economist  
Bank Muamalat Malaysia Berhad



**Zaharudin Daud**  
Non-Independent Executive Director & Group  
Chief Executive Officer (Group CEO)  
MNRB Holdings Berhad

**Hj Asrul Hazli Bin Salleh**  
Chief Treasurer and Capital Markets Officer  
MBSB Bank



**Mohd Radzuan Mohamed**  
Chief Executive Officer  
Malaysian Takaful Association

**Noor Azam Mohd Yusof**  
Chief Executive Officer  
AmMetLife Takaful Bhd



**Azaddin Ngah Tasir**  
Chief Executive Officer  
Agensi Kaunseling dan Pengurusan Kredit (AKPK)



# Faculty of Business and Management Prominent Alumni

**Mohd Farid Shah Mohd Basir**  
Chief People Officer  
MBSB Bank Berhad



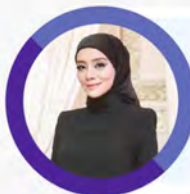
**Siti Hayu Dato Hj Ramly**  
Director  
Ramly Food Processing Sdn Bhd



**Nur Liyana Abdul Rahman**  
Founder  
Leeyanarahman



**Nur Amirah Filzah Badioezaman**  
Celebrity  
Actress, TV Host





# Industry Advisory Panel Faculty of Business and Management



**YM Tengku Zarina Tengku Chik**  
Chief Executive Officer  
Securities Industry Development Corporation (SIDC)



**Puan Aliza Ali**  
Founder & Chief Executive Officer  
Chatime



**Dato' Wahadianah Abdul Wahab**  
MAHSA University



**Dato' Hamidah Naziadin**  
Independent Non-Executive Director  
Maxis



# Industry Advisory Panel Faculty of Business and Management



**Encik Nor Azman Zainal**  
Group Chief Executive Officer  
Takaful Malaysia



**Dr. Udes Chaskar**  
Managing Director  
ARCB Investment LLC



**Dr. Helena Eian Yeut Lan**  
Chairman  
FMM Selangor & Kuala Lumpur Branch



**Encik Azaddin Ngah Tasir**  
Chief Executive Officer  
Agensi Kaunseling & Pengurusan Kredit (AKPK)



# Industry Advisory Panel Faculty of Business and Management



**Dato' Zuraidah Mohd Said**  
Director  
SMARTSEL Sdn Bhd



**Daniel Webb**  
Assistant Vice President - Group Talent Development  
Valiram Group



**Ts. Dr. Muhammad Imran Sarwar**  
Chief Executive Officer  
Datalytic.ai



**Dato Sri Haji Azmin Mustam**  
Managing Director  
Petro Teguh



## *Adjunct Professors Faculty of Business and Management*



**Dr. Mohd Afzanizam Abdul Rashid**  
Chief Economist  
Bank Muamalat Malaysia Berhad



**Tan Sri Dr Bashir Ahmad Abdul Majid**  
Chairman  
Mass Rapid Transit Corporation Sdn Bhd



**Datuk Azrulnizam Bin Abdul Aziz**  
Chairman  
PRIMA Corporation Malaysia



**Datuk Wira (Dr.) Aria Putera Ismail**  
Group President/Chief Executive Officer  
SME Bank



## *Adjunct Professors Faculty of Business and Management*



**Mohd Radzuan Bin Mohamed**  
Chief Executive Officer  
Malaysian Takaful Association



**Melati Haizi Abdul Hai**  
Vice President/Chief Marketing Officer  
McDonald's Malaysia



**Datuk Hj. Subhi Bin Hj. Dziyauddin**  
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SBT Sdn Bhd



**Datuk Wira Dr. Hj. Rais Hussin Mohamed Ariff**  
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Faculty of Business and Management*



**Prof. Dr. Mile Vasic**  
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European Marketing and Management Association (EUMMAS)



**Prof. David Hind**  
President  
Asia Pacific Institute for Events Management (APIEM)



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SCHOOL OF BUSINESS IT AND  
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**PROF. DR. DAVID CRICK**  
TELFER SCHOOL OF MANAGEMENT  
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**PROFESSOR ROBERT FAFF**  
UNIVERSITY OF QUEENSLAND  
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**PROF. DR. ZULKORNAIN**  
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**MALAYSIA**



**PROF. DR. WAN NOR  
HAYATE WAN DAUD**  
FACULTY OF BUSINESS & MANAGEMENT UNISZA  
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**PROF. DR. FAUZIAS  
MAT NOR**  
FACULTY OF ECONOMICS & MUAMALAT USIM  
**MALAYSIA**





*FBM on  The News*







# NEWS ARTICLES WRITTEN BY FBM STAFF



**Dr. Mohd Rahim Khamis**  
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Aspek kestabilan politik adalah satu perkara yang paling penting kepada rakyat dan keyakinan dalam menguruskan pemerintahan serta kestabilan ekonomi negara. Kestabilan politik merupakan prasyarat untuk pembangunan. Kestabilan politik adalah seperti landasan yang kukuh untuk pembangunan ekonomi dan kesejahteraan masyarakat.

Prinsip-prinsip demokrasi yang berpegang teguh dalam kerangka politik tidak boleh diganggu. Apabila politik negara berantakan dan rakyat tidak stabil, maka akan memberi kesan negatif kepada ekonomi negara.

Bagi mencapai negara, kestabilan ekonomi adalah landasan utama untuk mencapai kestabilan politik bagi kesejahteraan jangka panjang.

Ini memerlukan pengurusan ekonomi yang baik, dan kestabilan politik adalah landasan utama untuk mencapai kestabilan ekonomi yang kukuh. Ia akan memastikan kestabilan politik yang kukuh dapat memberi kesan ke arah kestabilan ekonomi dan sosial yang berterusan.

Keutamaan politik adalah kestabilan politik dan ini adalah landasan utama untuk mencapai kestabilan ekonomi yang kukuh. Apabila politik negara berantakan dan rakyat tidak stabil, maka akan memberi kesan negatif kepada ekonomi negara.

Bagi mencapai negara, kestabilan ekonomi adalah landasan utama untuk mencapai kestabilan politik bagi kesejahteraan jangka panjang.

perlu menentri dengan luti yang berlaku. Apabila ada ketidakpastian luti akan menyebabkan politik tidak stabil akhirnya memberi kesan amat besar ke atas ekonomi dan sosial.



persekitaran pelbagai dasar dalam menyuarik ekonomi negara.

Akhirnya kesejahteraan rakyat berkesan dan ini adalah satu yang diinginkan ke negara yang baik. Apabila ekonomi seperti ini terjadi bagaimana politik nasional merupakan kepada pelbagai dasar dalam menyuarik pertumbuhan ekonomi negara.

Keutamaan kestabilan politik adalah untuk memastikan kestabilan politik dan ini adalah landasan utama untuk mencapai kestabilan ekonomi yang kukuh. Apabila politik negara berantakan dan rakyat tidak stabil, maka akan memberi kesan negatif kepada ekonomi negara.

Bagi mencapai negara, kestabilan ekonomi adalah landasan utama untuk mencapai kestabilan politik bagi kesejahteraan jangka panjang.

**Dr. Mohd Rahim Khamis, on the publication of the article in Berita Harian titled "Kestabilan politik, ekonomi landasan kesejahteraan rakyat jangka panjang."**

Slesen radio jadi pilihan pendengar beri impak dan menguntungkan syarikat

**Dr. Mohd SYAMBA LINA NOR AZHARA**  
SLESEN@FBM

Kepada sebagai pengasas radio membolehkan syarikat untuk menyampaikan mesej kepada pendengar yang berminat. Ini adalah satu pilihan yang baik untuk syarikat yang ingin menyampaikan mesej kepada pendengar yang berminat.

Keutamaan politik adalah kestabilan politik dan ini adalah landasan utama untuk mencapai kestabilan ekonomi yang kukuh. Apabila politik negara berantakan dan rakyat tidak stabil, maka akan memberi kesan negatif kepada ekonomi negara.

Bagi mencapai negara, kestabilan ekonomi adalah landasan utama untuk mencapai kestabilan politik bagi kesejahteraan jangka panjang.

## Gaji DJ radio kalah CEO kerana bakat, suara

Keutamaan politik adalah kestabilan politik dan ini adalah landasan utama untuk mencapai kestabilan ekonomi yang kukuh. Apabila politik negara berantakan dan rakyat tidak stabil, maka akan memberi kesan negatif kepada ekonomi negara.

Bagi mencapai negara, kestabilan ekonomi adalah landasan utama untuk mencapai kestabilan politik bagi kesejahteraan jangka panjang.



Keutamaan politik adalah kestabilan politik dan ini adalah landasan utama untuk mencapai kestabilan ekonomi yang kukuh. Apabila politik negara berantakan dan rakyat tidak stabil, maka akan memberi kesan negatif kepada ekonomi negara.

Bagi mencapai negara, kestabilan ekonomi adalah landasan utama untuk mencapai kestabilan politik bagi kesejahteraan jangka panjang.



**Dr. Zuhaina Mustapa, on the publication of the article in Sinar Harian titled "Gaji DJ radio kalah CEO kerana bakat, suara."**



# NEWS ARTICLES WRITTEN BY FBM STAFF

## Jadikan masjid, surau pusat pengangkutan



Dr. Azimah Daud dan Dr Siti Norida Wahab



Kempen 'Geng Sobah Macam Jamat' mendapat sambutan amat menggalakkan dalam kalangan generasi muda. Kempen dianjurkan oleh Alif Saari seperti diutarakan dalam FIF pada 7 Januari lalu, bertujuan menggalakkan umat Islam, terutama belia, menggunakan solat Sobah berjamaah dan memertibkan pelaksanaan masjid seperti waktu solat jamat.

Kempen ini bukan sahaja mencerminkan keuletan memajukan solat berjamaah di masjid atau surau berdekatan, malah memertibkan persekitarannya menjadi permukiman masjid dalam memberi penyelesaian pengangkutan setempat kepada penduduk.

Isaac turut menekankan kemutakhiran 'park and ride' dengan kadar bayaran berpatutan dan bersedia pindah anah atau turun pelbagai jenis pengangkutan.

### Model perkhemahan pintar

Masjid dapat membolehkan penduduk secara aktif dalam memertibkan insentif pengangkutan dan mendorong rasa memiliki komuniti. Malah, kerjasama syarikat pengangkutan membolehkan masjid mengintegrasikan perkhidmatan secara lancar ke dalam rangkaian pengangkutan sedia ada.

Pengangkutan bersewakan masjid dan surau boleh menjadi model perkhemahan pintar dengan komitmen untuk menyediakan perkhidmatan yang baik terus ke dan dari stesen pengangkutan awam berdekatan pada waktu puncak.

Perkhidmatan bus bersewakan masjid dan surau

ini boleh memberikan perkhidmatan di kawasan komuniti yang kurang pelbagai jenis kemudahan dan beroperasi secara on demand sekitar waktu solat.

Dengan jarak dan masa perjalanan lebih singkat, perkhidmatan shuttle boleh mengotai lebih dengan lebih kerap dan menjadikan proses anjakan dan peralihan penumpang lebih mudah.

Insentif pengangkutan bersewakan masjid dan surau dapat mencipta peluang pekerjaan bagi penduduk tempatan. Preadaptasi hasil sewaan yang baik boleh menjadi atasi surau boleh digunakan dalam projek pembangunan komuniti, seperti gas mencipta kilang kelestarian dan menggalakkan struktur sosial.

Selain menawarkan perkhidmatan shuttle dari masjid ke stesen pengangkutan awam berhampiran, lab pengangkutan bersewakan masjid juga boleh menyediakan rika penyempunan kenderaan dan lahan parkir bagi penduduk. Pelbagai teknologi dapat digabungkan dengan konsep pengangkutan awam bersewakan masjid dan surau terutama dalam urusan pemeliharaan aset, seperti perkhidmatan dan keselamatan perjalanan.

Ini boleh membolehkan fungsi kepada masjid dan surau, yakni gas mengoptimumkan insentif penting dalam membangunkan masyarakat. Pengangkutan bersewakan masjid dan surau mampu menjadi model inovatif kerjasama pintar antara institusi agama, komuniti, persewaj pengangkutan dan kerajaan tempatan, yakni menjadi lab pengangkutan setempat, mencipta peluang pekerjaan dan meningkatkan jaringan pengangkutan cekap dan bersewaku.

Terletak di tengah-tengah kawasan perumahan, ia dapat berfungsi sebagai lokasi tumpuan untuk pelbagai perkhidmatan pengangkutan

Dr. Azimah Daud dan Dr Siti Norida Wahab, on the publication of the article in Berita Harian titled "Jadikan masjid, surau pusat pengangkutan"

## Pengendali podcast perlu beretika elak undang perpecahan



Muhammad Hafizi Zamri

Podcast adalah program audio yang boleh didengar secara terus atau melalui aplikasi di telefon pintar. Ia adalah medium yang semakin popular di kalangan masyarakat, terutamanya generasi muda. Namun, dengan populariti yang meningkat, isu etika dan tanggungjawab pengendali podcast menjadi semakin relevan. Sebagai pengendali podcast, kita perlu beretika dan bertanggungjawab terhadap pendengar kita. Kita perlu memastikan bahawa kandungan podcast kita adalah benar, adil, dan tidak mengancam keselamatan atau integriti masyarakat. Kita juga perlu memastikan bahawa kita mematuhi undang-undang yang berkaitan dengan penyebaran maklumat dan hak privasi.

Podcast juga boleh digunakan untuk menyampaikan maklumat yang berkaitan dengan keselamatan awam. Sebagai contoh, podcast boleh digunakan untuk menyampaikan maklumat mengenai bencana alam, serangan teroris, atau ancaman keselamatan yang lain. Dengan menggunakan platform podcast, kita dapat menyampaikan maklumat ini dengan lebih pantas dan efektif. Selain itu, podcast juga boleh digunakan untuk menyampaikan maklumat mengenai isu-isu sosial dan budaya yang berkaitan dengan keselamatan awam. Sebagai contoh, podcast boleh digunakan untuk menyampaikan maklumat mengenai isu-isu seperti keselamatan di jalan raya, keselamatan di tempat awam, atau keselamatan di rumah.

Podcast juga boleh digunakan untuk menyampaikan maklumat mengenai isu-isu sosial dan budaya yang berkaitan dengan keselamatan awam. Sebagai contoh, podcast boleh digunakan untuk menyampaikan maklumat mengenai isu-isu seperti keselamatan di jalan raya, keselamatan di tempat awam, atau keselamatan di rumah. Selain itu, podcast juga boleh digunakan untuk menyampaikan maklumat mengenai isu-isu seperti keselamatan di tempat awam, keselamatan di rumah, atau keselamatan di jalan raya. Dengan menggunakan platform podcast, kita dapat menyampaikan maklumat ini dengan lebih pantas dan efektif.

Muhammad Hafizi Zamri, on the publication of the article in Berita Harian titled "Pengendali podcast perlu beretika elak undang perpecahan"





# *FBM's Research & Publication Statistics*

**AUTHOR:  
DR. NURHUDA HAJI NIZAR**

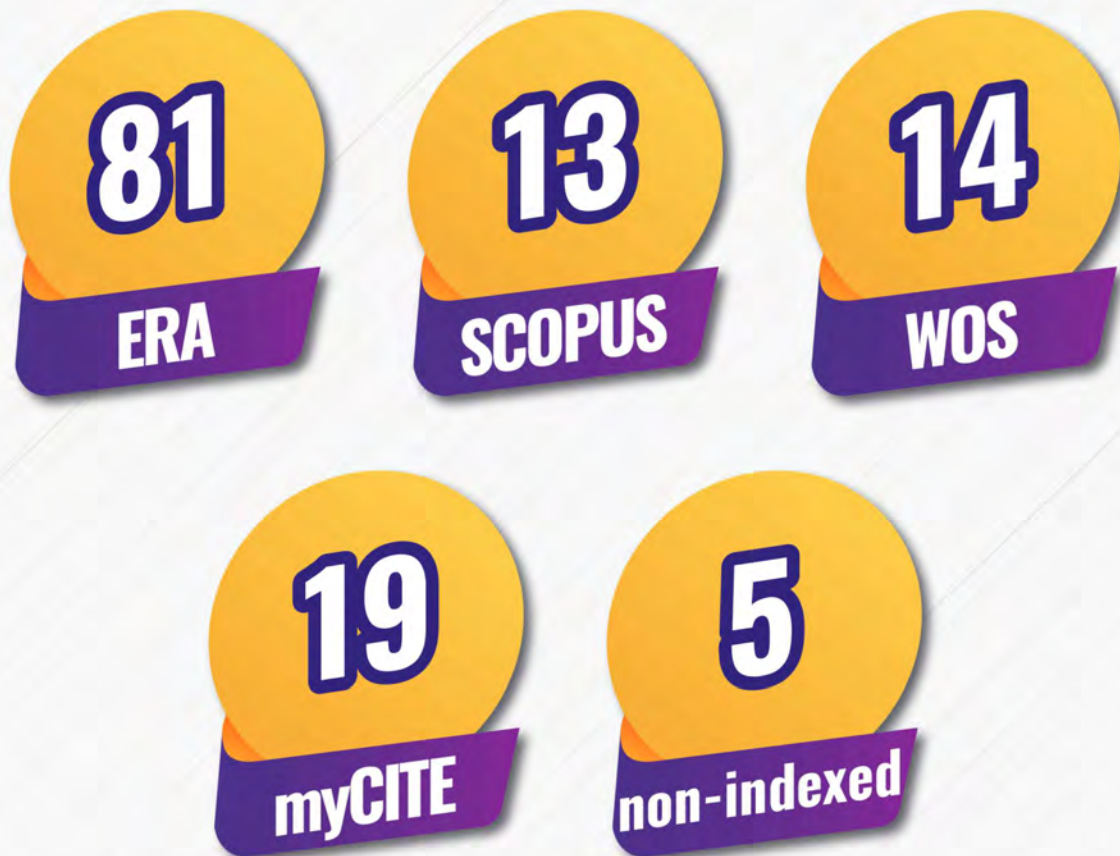




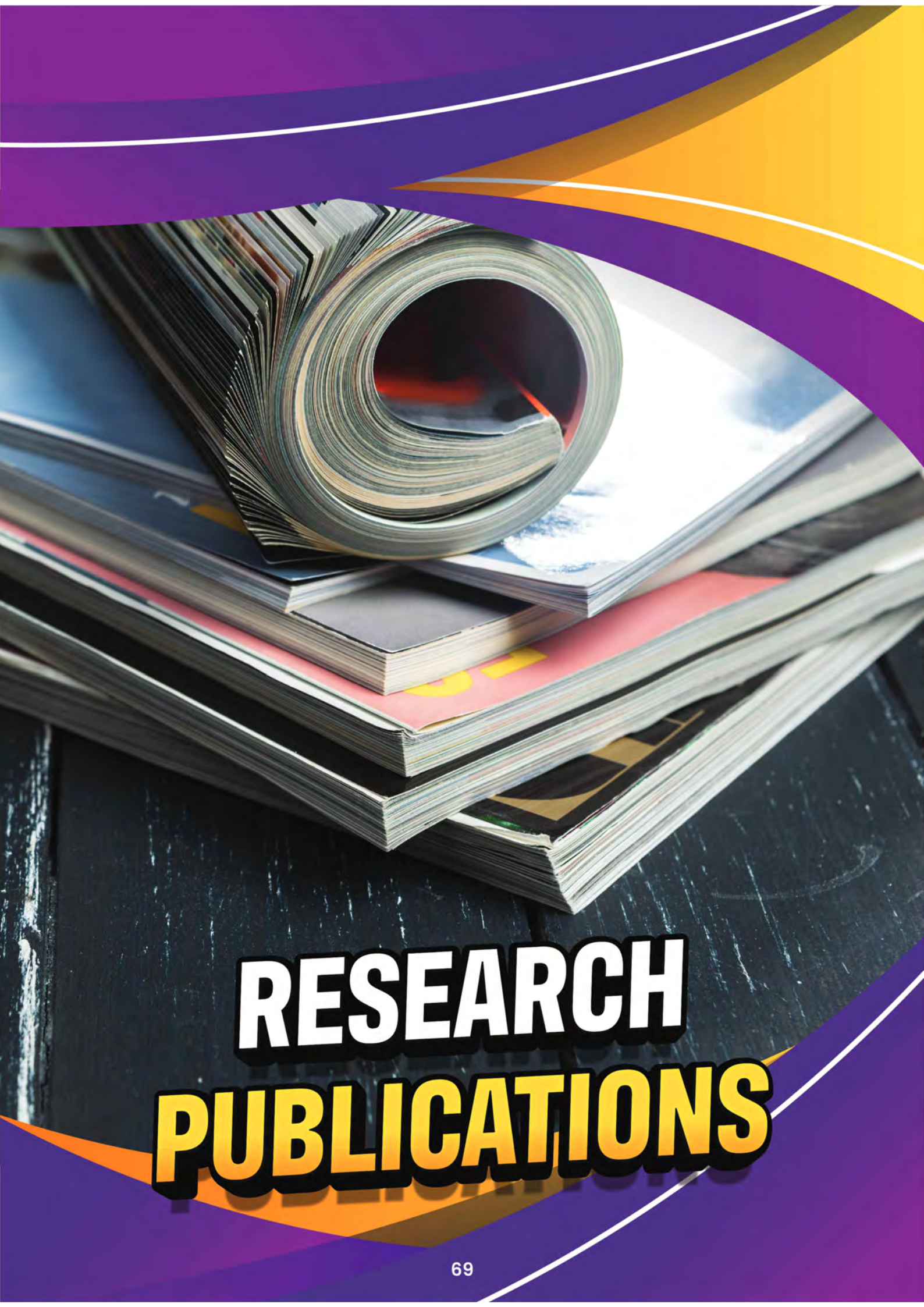
# RESEARCH STATISTICS



## TOTAL PUBLICATIONS FOR THE FIRST HALF OF 2024







# RESEARCH PUBLICATIONS



## Excellence in Research for Australia (ERA)

Title	Corresponding author / UiTM First Author
A Conceptual Analysis of Green Human Resource Management, Green Organizational Culture, and Employee Green Behavior Towards Environmental Performance	RAMITA BINTI ABDUL RAHIM
A Conceptual Paper in Developing Model of Entrepreneurial Ecosystems to Boost Graduate Entrepreneurs Through Longitudinal Study	YASMIN BINTI KAMALL KHAN
A Framework for Healthcare Services Affordability for the Homeless in Malaysia: Addressing Inequalities	ROSLINA BINTI MOHAMAD SHAFI
A Study On The Factors That Affect Employees' Performance In The Banking Sector In Malacca, Malaysia	MALIZA DELIMA BINTI KAMARUL ZAMAN
A Study On The Impacts Of Social Media Towards Job Performance Among Lecturers In Uitm Shah Alam	MALIZA DELIMA BINTI KAMARUL ZAMAN
A Study On The Mediating Effect Of Knowledge Management Capability Between Hrm Practices And Radical Innovation Capability In Malaysia Sme-Ict	AHMAD NIZAM BIN MOHD YUSOF
Adapting The Shield: Ensuring Military Readiness For Flood Disaster In Malaysia'S	ZARINA BT ABDUL MUNIR
Applying Routine Activity Theory to Determine What Exposes Malaysian E-Commerce Fraud Victims	ZURINA BINTI ISMAIL
Are Male Muslim Leaders More Effective Than Female Muslim Leaders in Maldives Regardless of Their Religiousness	ZAHARIAH BINTI SAHUDIN
Assessing the Role of Government Spending in Education and Economic Growth in Malaysia	NORASHIDA BINTI OTHMAN
Barriers And Challenges In Managing Textile Waste In The Circular Economy	NORSHIMA BINTI HUMAIDI
Blending Personal Health, Family Matters And Personal Time Management For The Best Work-Life Balance	RAZMAH BINTI MAHMUD
Consumer Acceptance in Emerging Towards Using E-Grocery Shopping: A Systematic Literature Review	ZAHARIAH BINTI SAHUDIN
Determinants Impacting the Triple Bottom Line Sustainability Performance in SMEs: A Systematic Literature Analysis and Future Research Agenda	RAMITA BINTI ABDUL RAHIM
Determinants of Academicians' Mental Health in Higher Education Institutions: A Systematic Literature Review	ABDUL KADIR BIN OTHMAN
Determinants of Capital Structure from Malaysian Shariah-Compliant Food and Beverages Firms	NOR AKILA BINTI MOHD KASSIM
Determinants of Capital Structure from Malaysian Shariah-Compliant Food and Beverages Firms	NORLIZA BINTI CHE YAHYA
Determinants Of Household Savings	ZAHARIAH BINTI SAHUDIN
Determinants of Smallholder Farmers' Awareness of Crop Insurance in Kedah, Malaysia	AZREEN BINTI ROSLAN
Determinants of Smallholder Farmers' Awareness of Crop Insurance in Kedah, Malaysia	FAZIATUL AMILLIA BINTI MOHAMAD BASIR
Developing Life-long Investment Literacy of Students through Initial Public Offerings (IPO) One-Stop Support Center and Stock Trading Simulation	NORLIZA BINTI CHE YAHYA
Development of Halal-Friendly Port: A Link to Sustainable Practice	HARLINA SUZANA BINTI JA'AFAR
Digital Marketing Strategies and Their Impact on Business Performance in Small and Medium Enterprises within the Education Sector in Malaysia: A Systematic Literature Review	RAMITA BINTI ABDUL RAHIM
Digital Media As Medium To Create Learners' Understanding, Knowledge Construction And Behavioral On Social Media Engagement In Teaching And Learning	ROZITA BINTI NAINA MOHAMED
Driving Sustainability: Analyzing The Influence Of Road Transportation Infrastructure On Green Economic Growth In Malaysia	RUHAINI BINTI MUDA
Empirical Evidence on Tourism, Geopolitical Risk and Economic Policy Uncertainty Relationships in Malaysia	SITI NURHIDAYAH MOHD ROSLEN
Empowering Bumiputra Smes Through Intellectual Capital: Lessons From A Developing Nation	MARYAM JAMEELAH BINTI MOHD HASHIM



## Excellence in Research for Australia (ERA)

Title	Corresponding author / UiTM First Author
Environmental Transformation: A Systematic Literature Review on Green Innovation and Its Key Elements	RAMITA BINTI ABDUL RAHIM
Examining Grassroot Innovation: A Case Study of the Curry Puff Maker Machine Project from a Socioeconomic Perspective	AMIRUL AFIF BIN MUHAMAT
Examining the Influence of Macroeconomic Factors and Corporate Governance on Firm Performance in the ACE Market	SITI ZAITUN BINTI SADDAM
Explaining Youth Unemployment In Malaysia: The Auto-Regressive Distributive Lag (Ardl) Approach	NORLIZA BINTI CHE YAHYA
Exploring Success Factors Of Business Performance For Malaysian Sme Manufacturing Companies During Covid-19 Pandemic	AZIZAN BIN ABDULLAH
Exploring The Phenomenon Of Selfie-Posting Behavior Among Social Media Users	SYUKRINA ALINI BINTI MAT ALI
Factors Affecting Consumer Responses to Influencer Marketing Campaigns	ZATUL FAHANY BINTI HARUN
Factors Influencing Customers on the Use of E-Payment in Klang Valley	YUSLINA LIZA BT MOHD YUSOF
Factors Influencing Customers on the Use of E-Payment in Klang Valley	ZATUL FAHANY BINTI HARUN
Factors that Influence Malaysian Muslim Travel Preferences	SYED ASHRENE BIN SYED OMAR
Factors Thwarting Micro, Small, And Medium- Sized Enterprises From Adopting E-Commerce: Insights From Focus Group Interviews	MOHD ALI BAHARI BIN ABDUL KADIR
Financial Risk: Case Study Analysis	SHAHSUZAN BIN ZAKARIA
Forecasting Short-Term FTSE Bursa Malaysia Using WEKA	NURHUDA BINTI HAJI NIZAR
Gig Economy in Malaysia: Current, Present and Future	NURUL SYIFAA BINTI MOHD SHAKIL
Home Away From Home: Excitement Or Agitation? Revisiting International Students Adaptability To Life In Malaysia	NOR LELAWATI BINTI JAMALUDIN
Integrating Safety Practices into the Supply Chain for Sustainable Development in Malaysia's Building Construction Sites	VEERA PANDIYAN A/L KALIANI SUNDRAM
Investigating Factors Shaping Sunnah-Based Product Consumption among University Students	ANNURIZAL BIN ANUAR
Investigating The Correlation Among Social Media Marketing, Electronic Word-Of-Mouth, Celebrity Endorsements, And Consumer's Purchase Intention Of Cosmetic Products	YUSLINA LIZA BT MOHD YUSOF
Langkawi's Ecological and Economic Renaissance: A Study of Blue and Green Opportunities	ABDUL RAHIM BIN RIDZUAN
Navigating Sustainability In Malaysian Logistics: An Exploration Of Operational Factors And Sustainable Logistics Performance	ABDUL KHABIR BIN RAHMAT
Online Shopper Satisfaction: Exploring the Impact of e-Service Quality	NORLIZA BINTI SAIFUL BAHRY
Optimizing Safety Practices and Culture: A Comprehensive Examination through Perception Surveys in Malaysia's Logistics Industry	VEERA PANDIYAN A/L KALIANI SUNDRAM
Practitioners' Perspectives On B40 Takaful Protection	MOHD FAIZAL BIN KAMARUDIN
Practitioners' Perspectives On B40 Takaful Protection	AZHAN RASHID BIN SENAWI
Research On Logistics Service Quality And Customer Loyalty Of Cross-Border E-Commerce Platform In China	MOHAMMED HARDY LOH BIN RAHIM
Scrolling the Line: Navigating the Impact of Social Networking Sites Usage on Corporate Employees' Work Productivity	SAZIMAH BINTI MOHAMED SALLEH
Students Perceptions Towards Relevance of Tertiary Education	NUR ZANIA AZURIN BINTI ABDULLAH SANI



## Excellence in Research for Australia (ERA)

Title	Corresponding author / UiTM First Author
Students Perceptions Towards Relevance of Tertiary Education	NOR LELAWATI BINTI JAMALUDIN
Supply Chain Resilience in the Face of Floods: A Case Study of Humanitarian Efforts by the Social Welfare Department in Malaysia	ZARINA BT ABDUL MUNIR
Sustainable Supply Chain Management Education: Employing Artificial Intelligence, Augmented Reality, And Gamification For Effective Learning	AHMAD RAIS BIN MOHAMAD MOKHTAR
The Acceptance Of Augmented Reality'S Role In Elevating Customer Attitude Within Malaysia'S Local Fashion Merchandising	NADHRATHUL AIN BINTI IBRAHIM
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The Effect of Liquidity M3 and Exchange Rate on Sukuk Market Size in Malaysia in Short-Term and Long-Term	SHAHSUZAN BIN ZAKARIA
The Effectiveness of Digital Marketing Towards SMEs: A Systematic Literature Review	RAMITA BINTI ABDUL RAHIM
The Factors Affecting Poverty in Malaysia: Macroeconomic Perspectives	NUR AZIRAH ZAHIDA BINTI MOHAMAD AZHAR
The Factors Influencing Innovative Work Behavior (Iwb) Among Employees At Malaysia Airport Holding Berhad, Terminal Service Division, Kuala Lumpur International Airport, Malaysia	MALIZA DELIMA BINTI KAMARUL ZAMAN
The Impact of Foreign Direct Investment, Green Technology Innovation and GDP on CO2 Emissions in Western China: A Static Panel Data Analysis	CHUAH SOO CHENG
The Impact Of Stock Market Development On Economic Growth A Case Of Malaysia	SHARULSHAHIDA SHAKREIN BINTI SAFIAN
The Impact of Training and Development, Job Embeddedness and Flexible Working Arrangements on Talent Retention Among Young Generation in Pharmaceutical Companies in Malaysia	SHEREEN BINTI NORANEE
The Impact of Workplace Spirituality on Employee Performance	SHARIFAH FAZIRAH BINTI SYED AHMAD
The Influence Of Motivation, Perceived Discrimination, Acculturation Strategies, And Adaptation On Destination Loyalty	NOR LELAWATI BINTI JAMALUDIN
The Influence of Work-Life Balance, Workload and Work Environment on Burnout among Teachers in Melaka Tengah District, Malaysia	SHEREEN BINTI NORANEE
The nature of the relationship between service quality and customer satisfaction among mobile users: Experience from Malaysia	EHSAN FANSUREE BIN MOHD SURIN
The Preferences of Student's Learning Method Based on Course, Gender and Age: Visual, Audio, Reading & Kinesthetic (VARK)	NATASHA BINTI DZULKALNINE
The Role of Justice in Fin-Tech Performance: The analysis of Maqasid al-Syariah Index	ADIBAH ALAWIAH BINTI OSMAN
Unlocking the Potential Research Directions in Effective Teaching: Insights from Bibliometric Analysis	NUR ZAHIDAH BINTI BAHRUDIN
Why Do Industry And University Work Together? The Case Of Li2U	MOHD ZAMRI BIN ABU BAKAR
Youth Unemployment And Macroeconomic Determinants In Malaysia	MASTURAH BINTI MA'IN



## SCOPUS

Title	Authors
A Moderated Mediation Model Of Knowledge Hiding	MUHAMAD KHALIL BIN OMAR
A Structural Equation Modelling Approach On Determinants Of Working Adults' Choice To Further Study In Malaysian Online Distance Learning Higher Education Institutions	IRWAN BIN IBRAHIM
Adoption Intention Of E-Government Application For Public Health Risk Communication: Risk Information, Social Media Competence And Trust In The Government	AFIZA AZURA BT MOHAMAD ARSHAD
Defining The Beauty Of Cyberhygiene: A Retrospective Look	AMILY BINTI FIKRY @ AZIZ
Female Empowerment And Crime Patterns In Malaysia: A Non-Linear Analysis	ABDUL RAHIM BIN RIDZUAN
Good Government Governance as a Moderator in Achieving Sustainable Development Goals in Indonesia	ABDUL RAHIM BIN RIDZUAN
How Do Environmental Quality And Technology Affect Public Debt In Indonesia? A Time Series Analysis	ABDUL RAHIM BIN RIDZUAN
I like, I don't like, I don't know: consumers attitude towards marketing content in social media from Gen Y glasses	LENNORA BINTI PUTIT
Long-Run Asymmetric Effects Of Financial Risks On Sukuk Market Development: Empirical Evidence From Malaysia	SITI NURHIDAYAH MOHD ROSLEN
Mediating Role of Social Media Marketing Adoption between TOE Framework and Competitive Intelligence Towards SMEs Performance	MUHAMMAD FAIZAL BIN SAMAT
Taking Flight: Exploring The Relationship Between Air Transport And Malaysian Economic Growth	ABDUL RAHIM BIN RIDZUAN
The Study of Environmentally Responsible Behaviour in Household Electronic Waste Reverse Logistics: A Systematic Review	AZLINA BINTI MUHAMMAD



## WOS

Title	Authors
17 Years Of Workplace Ostracism Research: Bibliometric Analysis	VEERA PANDIYAN A/L KALIANI SUNDRAM
Associating Liver Enzymes And Their Interactions With Metabolic Syndrome Prevalence In A Japanese Working Population	AZIZ BIN JAMAL
Determining The Willingness To Pay For Innovative Oncology Medicine In Malaysia	MOHD REDHUAN BIN DZULKIPLI
Effect Of The National Lifestyle Guidance Intervention For Metabolic Syndrome Among Middle-Aged People In Japan	AZIZ BIN JAMAL
Environmental And Macroeconomic Indicators: Analysis From Malaysia	MASTURAH BINTI MA'IN
Greening the hospitality industry: examining institutional influences and perceived benefits of EMS in Malaysian SME hotels	SITI NORIDA BINTI WAHAB
Identifying Supply Chain Manager Leadership Skills And Competencies Gaps In Malaysia	SITI NORIDA BINTI WAHAB
Impact Of Fee-Revision Policy For Gastrostomy On Its Implementation Among Older Adults With Dementia In Japan	AZIZ BIN JAMAL
Improving The Quality Of The Operations Management Course (Opm549) Via Project-Based Learning: A Study At Universiti Teknologi Mara, Puncak Alam, Selangor, Malaysia.	IRWAN BIN IBRAHIM
Moderator Effect Of Technological Advancement On Financial Development And Economic Growth Nexus In Asian Countries	JA'AFAR BIN PYEMAN
Nanotechnology in Food Production: A Comprehensive Bibliometric Analysis Using R-package	SITI NORIDA BINTI WAHAB
The Impact Of Continuous Use Of Home Health Care Resources On End-Of-Life Care At Home In Older Patients With Cancer: A Retrospective Cohort Study In Fukuoka, Japan	AZIZ BIN JAMAL
The Logispreneurship Practices And Enterprise Logistics Performance In Malaysia	VEERA PANDIYAN A/L KALIANI SUNDRAM
What drives car buyers to accept a rejuvenated brand? the mediating effects of value and pricing in a consumer-brand relationship	MUHAMMAD ISKANDAR BIN HAMZAH



## Journal Article (Non-Index)

Title	Authors
A Green Vehicle Adoptions And Its Impediments: A Bibliometric Review	AHMAD RAZI BIN RAMLI
Do Boycotts Harm Retail Workers?	ANIZAH BINTI ZAINUDDIN
Exploring The Impact Of Financial Literacy, Risk Tolerance, Job Satisfaction And Trust In Financial Institutions On Personal Investment Behaviors Among Investment Company Employees In Shanghai, China	SITI NURHIDAYAH MOHD ROSLEN
Forecasting Co2 Emissions In Malaysia Using Group Method Of Data Handling	RABIATUL MUNIRAH BTE ALPANDI
How AI Enhances Retail Experiences?	ANIZAH BINTI ZAINUDDIN
Measurement Scale Reliability for a Rehabilitation Service Excellence Culture	MUHAMMAD ISKANDAR BIN HAMZAH
Mediation Analysis Of Personal Attitude On Relationship Between Self Efficacy And Students' Entrepreneurial Intention	MUHAMMAD FAIZAL BIN SAMAT
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**Majlis Bubur Lambuk Held at Masjid Nur Sa'adah Kg Sungai Ranggam, Perak, Organized by FBM, UiTM – UiTM News Hub**



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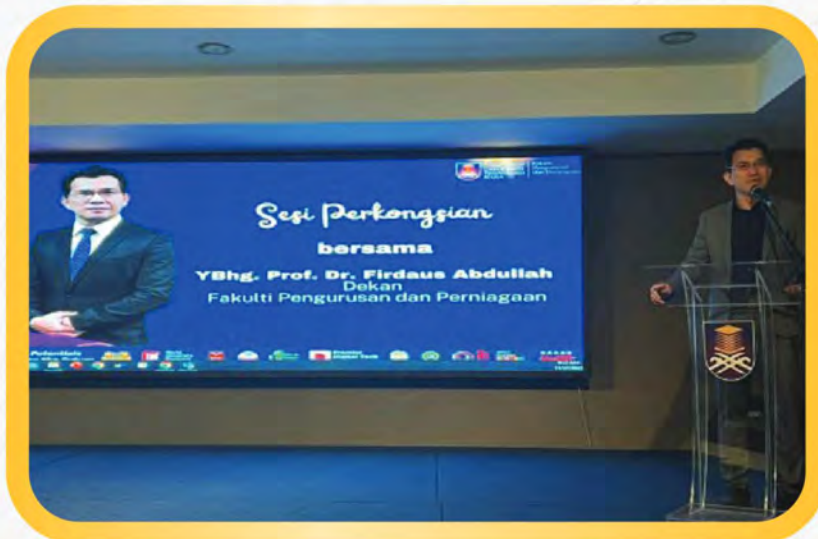


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**Sesi Perkongsian Ilmu Bersama YBhg. Prof Dr Firdaus Abdullah, Dekan FBM, di UiTM Sarawak – UiTM News Hub**



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