









AN INTERNAL BULLETIN OF FBM

### FACULTY OF BUSINESS AND MANAGEMENT















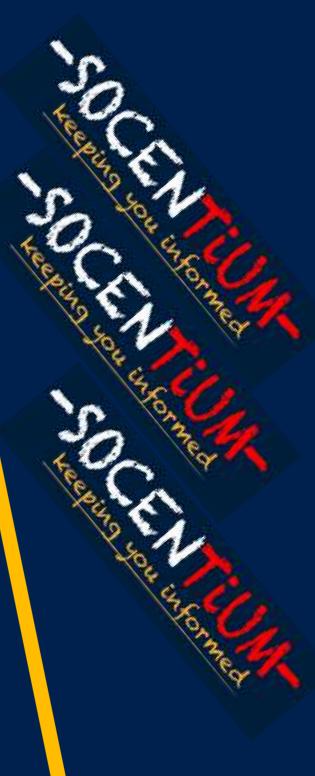






### FACULTY OF BUSINESS AND MANAGEMENT (FBM)





Volume: 6(1), 2023 | elSSN: 2636-9656











FBM\_UiTM





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Professor Dr. Firdaus Abdullah

Dean

Faculty of Business and Management

### Assalamualaikum Wrt. Wbt.

Warm greetings and hearfelt wishes for a joyous Hari Raya AidilAdha! As we embark on the sixth issue of the UiTM Faculty of Business and Management's E-magazine, I am honoured to extend a warm welcome to all of you.

Over the past six months, our faculty, FBM, has achieved remarkable milestones that have propelled us to new heights. I am delighted to announce that I have been appointed as an Honorary Board Member of the prestigious European Marketing and Management Association (EUMMAS). Additionally, FBM has been designated as the esteemed EUMMAS Regional Centre for ASEAN, solidifying our global presence. Furthermore, we have received official recognition for internationalization, being appointed as the distinguished Asia Pacific Institute of Events Management (APIEM) Regional Centre.

Our dedication to fostering excellence has not gone unnoticed. Talentbank, a leading talent solutions provider, has recognized FBM as the preferred university for employers seeking exceptional business management, marketing, event management, and entrepreneurship graduates. This acknowledgement is a testament to our commitment to equipping students with academic knowledge and developing their soft skills, enabling them to thrive in the dynamic world of work.

In another momentous achievement, FBM has been entrusted with hosting the prestigious Association of Asia-Pacific Business Schools (AAPBS) Academic Conference 2023. This esteemed opportunity further demonstrates our dedication to international and professional recognition, as we continue to impart academic knowledge and empower our students to excel in their respective fields.

Looking ahead, the faculty is unwavering in its pursuit of excellence. We are committed to obtaining full recognition for our programs from esteemed local and international professional bodies, institutes, and associations. Collaborating closely with esteemed institutions such as the Chartered Management Institute (CMI), the Chartered Institute of Marketing (CIM), the Chartered Insurance Institute (CII), the Chartered Institute of Logistics and Transport in Malaysia (CILT), Finance Accreditation Agency (FAA), and International Certificate of Digital Literacy (ICDL), we aim to ensure automatic recognition and accreditation for our FBM graduates.

In line with our commitment to industry relevance, we prioritize engagement with over 250 industry partners. Together, we strive to develop specialized and tailored programs that meet the evolving needs of the business world.



We are exploring the possibility of offering flexible hybrid online programs and micro-credentials to enrich our educational offerings, aligning with the aspirations of the Ministry of Higher Education. Furthermore, we are actively collaborating with various stakeholders to enhance our subject rankings, focusing on improving economics and econometrics while maintaining our strong standing in finance.

This year, we are delighted to announce our annual business and pitching innovation competition for students, an endeavor aimed at fostering entrepreneurship among our budding business talents. Winners of this competition will not only receive seed funding but also benefit from industry guidance to transform their innovative business proposals into successful ventures. Additionally, we have secured funding to establish dedicated incubators in collaboration with industry partners, further nurturing entrepreneurial spirit within our faculty.

As we continue to broaden our horizons and strengthen ties with our esteemed alumni, we are excited to unveil an upcoming initiative encompassing *infaq*, endowment, and waqf. This initiative reflects our commitment to nurturing a robust network of accomplished individuals within our alumni community, which boasts an impressive strength of 250,000 talented individuals.

In the realm of research and publications, we actively support and incentivize our lecturers in their research endeavors. By collaborating with esteemed journals, we aim to create special issues that align with our areas of expertise, promoting a vibrant research culture within our faculty. Moreover, we plan to expand our research initiative groups (RIG) and actively participate in university, national, and international competitions, further driving our faculty's research pursuits.

With immense pride, we share our achievements, activities, and aspirations with you, as we remain committed to contributing to UiTM's vision of becoming a globally renowned university by 2025. We invite you to delve into the pages of our e-magazine and enjoy the inspiring stories of our faculty's accomplishments.

**Happy reading!** 



ASSOC. PROF. DR. AMIRUL AFIF
MUHAMAT
Deputy Dean (Research and Innovation)/
Chief Editor for SOCENTIUM
Faculty of Business and Management

Assalamualaikum and greetings to everyone.

We are delighted to present the most recent issue of our internal bulletin, providing you with the most up-to-date information and valuable insights from the Faculty of Business and Management, UiTM, for the first half of 2023. Congratulations to the editorial board of SOCENTIUM for publishing this issue timely.

In the coming second half of 2023, we hope more industries will collaborate with the Faculty of Business and Management (FBM) to strengthen and expand opportunities for our students. By working together in various ways, these industries can enhance our students' abilities and overall learning experience.

I hope you will all enjoy and be inspired by this year's edition of the SOCENTIUM.

# Wessage from the CHIEF EUITURE

Assalamualaikum and greetings to all.

Welcome to the latest edition of our internal bulletin, where we bring you the latest insights and news from the Faculty of Business and Management, UiTM. In this edition, we have curated a diverse collection of articles demonstrating the tremendous breadth and depth of our faculty's journey in the first half of 2023.

We hope this edition serves as a source of inspiration, intellectual stimulation, and knowledge enrichment. May it ignite your interest and inspire you to delve deeply into subjects that captivate you. As you explore the contents of this edition, we invite you to engage with the ideas presented, discuss them with your peers, and contribute to the ongoing dialogue that fuels the advancement of knowledge.

Thank you for joining us on this intellectual journey, and we hope you find this edition both informative and inspiring.



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

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# 1 By Sights Sights

- AWARDS & ACHIEVEMENTS
- EVENTS & ACTIVITIES

### **AUTHOR:**

DR. SHARULSHAHIDA SHAKREIN SAFIAN & NAZURAH ABDUL MALEK



# BEST UNIVERSITY FOR INTERNATIONALIZATION 'BEST PRACTICES' AWARD





Dubail, UAE, 22 February 2023 - Universiti Teknologi MARA (UiTM) scored a win at the EUMMAS Academe2Society (A2S) Conference, Dubai 2023 when it was awarded the **BEST** UNIVERSITY FOR INTERNATIONALIZATION 'BEST **PRACTICES' AWARD**. Held at Metropolitan Hotel, Dubai, the award ceremony was organized by Skyline University College (SUC), UAE and European Marketing and Management Association (EUMMAS), association an connecting leaders in husinesses and educational institutions of the same interest. The Best University for Internationalization 'Best Practices' Awards celebrates public and private institutions and NGOs who strive for good governance, visibility, and sustainability as part of the institution's strategic thrusts.

Professor Dr. Firdaus Abdullah, the Dean of FBM, representing Professor Datuk Ts. Dr. Hajah Roziah Mohd Janor, the Vice Chancellor of UiTM, received the award and was highly pleased and stated that UiTM, as the largest university in Malaysia, will continuously strive to provide quality education to the underprivileged communities in Malaysia and constantly produce marketable and visible students to the world. He also expressed his gratitude and thanked SUC and UEMMAS for this recognition of UiTM.

# ACHEVENESS



### FBM IS APPOINTED AS THE REGIONAL CENTER FOR EUMMAS IN ASIA

On May 10, 2023, the Faculty of Business and Management (FBM) had a productive discussion with the European Marketing and Management Association (EUMMAS). As a result, FBM was admitted to the EUMMAS Academic Consortium, which is a significant achievement.

Additionally, FBM was designated as the Regional Center for EUMMAS in Asia, opening up numerous opportunities for collaboration in research, conferences, summer programs, training, professional certification initiatives, and networking.

FBM eagerly anticipates the active participation of its faculty members and students to fully benefit from this prestigious EUMMAS membership.



# FBM IS APPOINTED AS THE ASIA PACIFIC INSTITUTE OF EVENTS MANAGEMENT (APIEM) REGIONAL CENTRE FOR ASIA PACIFIC



The Faculty of Business and Management (FBM), Universiti Teknologi MARA was appointed the Asia Pacific Institute of Events Management (APIEM) Regional Centre for Asia Pacific on May 17th, 2023. This appointment was made by Professor David Hind, President of APIEM, and the letter of appointment was received by Professor Datuk Dr. Roziah Mohd Janor, Vice Chancellor of UiTM, in the presence of Professor Dr. Firdaus Abdullah, Dean of FBM.

APIEM, a UK Event Industry Academy Ltd subsidiary, is registered in England and Wales to provide educational services. The UK Event Industry Academy Ltd (UKEIA) governs APIEM and authorizes it to conduct activities and services in the Asia Region. The APIEM Regional Centre for Asia Pacific at FBM UiTM will assist and support event professionals, educators, and students seeking knowledge and understanding of designing, planning, and managing events to international standards.

Moreover, the Regional Centre will serve as a networking platform for researchers, academicians, and students in event management on an international level. UiTM students can obtain accreditation through the APIEM-Certified Event Organiser Qualification upon completing their Bachelor of Event Management (Hons). This certification enhances employability prospects internationally, and students from FBM UiTM, recognized as an APIEM International Centre of Excellence, will automatically qualify. Additionally, Associate Professor Dr. Norol Hamiza Zamzuri has been appointed the APIEM Vice President for Research and Innovation for 2023-2027.

Congratulations to FBM on this achievement!



# EMPLOYERS' PREFERRED UNIVERSITY 2023





Congratulations to Universiti Teknologi MARA (UiTM) for being acknowledged as one of the Employers' Preferred Universities in 2023. A special commendation goes to the Faculty of Business and Management for their exceptional accomplishments in the fields of business management, marketing, event management, and entrepreneurship.

These achievements serve as a testament to the faculty's commitment to delivering rigorous academic programs and fostering strong industry connections, thereby equipping students with the skills and knowledge necessary for successful careers. The recognition, bestowed by Talentbank (National Graduate Employability Index), highlights our dedication to producing career-ready graduates and assisting them in attaining better professional prospects.







TOP 450

Business Management Studies

WORLD
UNIVERSITY
RANKINGS

BY SUBJECT

### ANUGERAH KECERMELANGAN PENCAPAIAN UITM 2022









### ANUGERAH KELESTARIAN KAMPUS HIJAU UITM 2022







The 2022 UiTM Green Campus Sustainability Award was held at Dewan Annex, UiTM Shah Alam on January 19, 2023.

Congratulations to FBM for winning a few categories:

- 1. Student category: Khairul Amirin from BA236 ORION ALPHA was awarded the 2022 UiTM Green Campus Sustainability Award (Green Marvel) for the '*Kitar Kain*' project.
- 2. Faculty Category: The Faculty of Management and Business was awarded the UiTM Green Campus Sustainability Award 2022.
- 3. Expert Task Force UGC Awareness Category:
  Ms. Azzura Nordin was honored to be Expert Task Force
  UGC, specifically in the Awareness category.
- 4. Strategic Partnership Category Dr. Norlida Jaafar was honored for her strategic partnership through the MySUN Project, which funded by Erasmus.

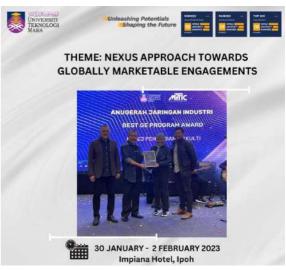
Warmest congratulations on the achievements from the FBM Family, you've made us proud, and we wish everyone further success.











ANUGERAH JARINGAN INDUSTRI
BEST GE PROGRAM

Congratulations to all FBM members on receiving four Metic Awards presented by the Vice Chancellor of UiTM, Professor Datuk Ts. Dr Hajah Roziah Mohd Janor, and the Deputy Vice Chancellor (Industry, Community and Alumni Network), Professor Mohamad Hariri Abdullah.

The four Metic Awards for 12/2023 that FBM received are:

- **1.**Best Achievement of PTJ2023: Respon SKPG 1.0 Convocation Ceremony exceeding 90%
- 2. Runner-up for Community Program Award: Impactful Industry/Alumni Collaboration
- 3. Champion of the Graduate Employability Program
- 4. Champion of the KTP Project at the Faculty/College Level

We would like to express our gratitude for all the contributions made to support programs involving industry, community, and alumni. We hope to see more high-impact programs implemented based on the "Quadruple Helix Engagement" model.

CONGRATULATIONS TO THE FBM CONTINGENT ON THE ACHIEVEMENTS IN WINNING MEDALS IN INVENTION, INNOVATION & DESIGN EXPOSITION (IIDEX) 2022



CONGRATULATIONS TO THE FBM CONTINGENT ON THE ACHIEVEMENTS IN WINNING MEDALS IN INVENTION, INNOVATION & DESIGN EXPOSITION (IIDEX) 2022

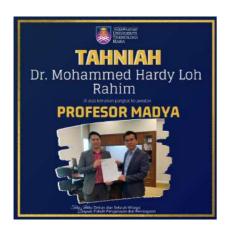


### PROMOTED STAFF

### **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)













STUDENT ACHIEVEMENTS

INTERNATIONAL PROJECT LOGISTICS COMPETITION 2022/2023
CONGRATULATION TO ALL THE WINNERS





### WIRASA 2023

On June 23rd, 2023, the grand finale of WIRASA 2023, known as Malam Gala WIRASA, was held at Dewan Agong Tuanku Chanselor (DATC), UiTM Shah Alam. This event marked the closure of WIRASA 2023 and was a remarkable celebration. Throughout the WIRASA 2023 program, the Faculty of Business and Management (FBM) enthusiastically participated in 8 arts and cultural competitions, competing against 18 participants from various colleges, academic centers, and faculties in UiTM Shah Alam and UiTM Puncak Alam.

The FBM contingent demonstrated exceptional talent and determination, securing the 2nd place overall for the Solo Traditional Singing category and the 3rd place for the Band category. Moreover, the FBM contingent received multiple accolades, including the Best Band Performance Award, Best Ads Video Award, and Best Dress Awards for the "Staff Got Talent" and Solo Traditional Singing categories.

This incredible achievement led to a joyous gathering of the FBM contingent, who was honored to meet Prof. Dr. Firdaus Abdullah, the esteemed Dean of FBM, Tn. Syed Ashrene Syed Omar, the Deputy Dean (HEP) of FBM, and other esteemed FBM academic staff. Together, they celebrated the outstanding success of the FBM contingent.

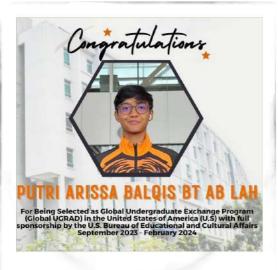




Congratulations to Nurul Salizawatee Binti Mahpar, a Senior Lecturer from the International Business Program for successfully completing the Sakura Science Exchange Program 2022 and becoming a member of Sakura Science Club (SSC) Alumni Association Japan.

Congratulations to Nuramira Syazwina binti Misron from BBA (Hons.) International Business (BA246) on your achievement in completing the Sakura Science Exchange Program 2022 and becoming a member of Sakura Science Club (SSC) Alumni Association Japan.





Congratulations to Putri Arissa Balqis Binti Ab Lah for being selected to join the Global Undergraduate Exchange Program (Global UGRAD) to the United States of America (U.S.).

Global UGRAD brings future leaders to the U.S. to experience the U.S. educational system and explore the U.S. culture and values.

Students of the UGRAD Program are fully sponsored by the U.S. Bureau of Educational and Cultural Affairs.



Congratulations to one of our FBM student, Nurafifah Sabrina Binti Mohd Roseli, from BBA (Hons.) Marketing (BA240) for being fully sponsored by the Japan Nitori International Scholarship Foundation, giving her the opportunity to have a chance to continue her internship at Nitori Holdings Com., Ltd.

Congratulations to Assoc. Prof. Dr. Erne Suzila Kassim who has successfully secured the 'Research Grant Bank Indonesia (RGBI)' with a total amount of RM76,000. The faculty is proud of this remarkable accomplishment and may this be an inspiration to all.





Congratulations to all FBM staff who have successfully secured the UCS Matching Grant with RMIT University, Australia with total amount of RM20,000. The faculty is proud of this remarkable accomplishment and may this be an inspiration to all.

### **CONGRATULATION!**

### TO ALL FBM STAFF WHO HAVE SUCCESSFULLY SECURED RESEARCH **GRANTS**



On Securing
RM5000 Funding from Geran Komuniti CE-SIR

Leader Noor Azura Binti Dahalan

1.Dr. Muhamad Khalil Bin Omar 2. Dayang Nailul Munna Binti Abg Abdullah 3. Dr. Shuhaida Binti Mohamed Shuhidan (KP Pengkomputeran, Informatik & Media) Dr. Yusri Hazrol Bin Yusoff (Fakulti Perakaunan)



On Securing
RM5000 Funding from Geran Komuniti CE-SIR

Project Title

PPR Gombak Setia: Lestari Kousahawanan (Transform Creativity at Your Fingertips)

Leader Lailatul Faizah Abu Hossan

Members

I.Dr. Nor Farradila Abdul Aziz (Fbm)
2. Assoc Prof Ir. Dr. Ahmad Sabirin Zoolfakar (Kolej Pengalian Kejuruteran)
3. Ir. Dr. Mazatul Zolkapli (Kolej Pengalian Kejuruteran)



RM5000 Funding from Strategic Research Partnership (SRP)

Project Title

Exploring The Impact Of Malaysia Social Innovation (MYIS) Akar Umbi Selected Project In Kelantan: A Case Study Of Pengupas Kelapa 3 in 1

Assoc. Prof. Dr. Siti Noorsuriani binti Ma'on

Members

Prof Madya Dr.Noor'ain binti Mohamad Yunus
 Dr. Emi Normalina binti Omar
 Dr. Ida Suriya binti Ismail



RM5000 Funding from Strategic Research Partnership (SRP)

Assoc. Prof. Dr. Melissa binti Shahrom

Dr. Mohd Hafiz bin Zulfakar
 Dr. Norasekin binti Abd Rashid
 Dr. Mohd Safwan bin Ramli
 Dr. Imani binti Mokhtar



RM5000 Funding from Strategic Research Partnership (SRP)

Project Title

A Social Impact Assessment Of Myis Grant: Sangkar
Sembelihan

Assoc. Prof. Dr. Amirul Afif bin Muhamat

Dr. Muhammad Hafiz bin Abd Rashid e Abd Aziz
 Dr. Muhammad Azman bin Ibrahim
 3. Dr. Yusri Hazrol bin Yusoff



RM20000 Funding from Strategic Research Partnership (SRP)

Project Title
To identify Best Practices Of Sustainable Supply Chain
Management For Palm Oil Industry in Indonesia And
Malaysia

Prof. Ts. Dr. Veera Pandiyan A/L Kaliani Sundram

Ariff Azly bin Muhamed (Dr.)
 Zarina binti Abdul Munir
 Nursaadatun Nisak binti Ahmad (Dr.)



RM5000 Funding from Strategic Research Partnership (SRP)

Project Title
Small Farmers In Malaysia: Challenges And Opportunities

Leader
Assoc. Prof. Dr. Norol Hamiza binti Zamzuri

Dr Herwina binti Rosnan
 Dr Nur Syuhada binti Jasn
 Dr Azlina binti Hanif

ongratulations

RM40000 Funding from Kolaborasi Entiti Penyelidikan DiTM (KEPU)

Developing A Social Media Marketing Competency Model For Digital Entrepreneurs

Assoc. Prof. Muhammad Iskandar bin Hamzah

1. Ruhaini binti Muda (Profesor Madya Dr)
2. Amily binti Fikry e Aziz (Profesor Madya Dr)
3. Keshminder Singh A/L Jit Singh (Profesor Madya Dr)
4. Siti Norida binti Wahab (Ts. Dr.)



RM5000 Funding from Strategic Research Partnership (SRP)

Project Title

Developing Social Impact Assessment Among SME for MYIS

Community Program

Assoc. Prof. Dr. Norol Hamiza binti Zamzuri

Dr Jacqueline Koh Siew Len Stephen (FBM, Sabah)
 Dr Sharifah Nurafizah binti Syed Annuar (FBM, Sabah)
 Prof Dr Nacritawati binti Md Tahir (School Of Engineering
 4. Dr Herwina binti Rosnan (AAGBS)

### **CONGRATULATION!**

### TO ALL FBM STAFF WHO HAVE SUCCESSFULLY SECURED RESEARCH **GRANTS**



RM5000 Funding from Strategic Research Partnership (SRP)

Project Title
A Social Impact Assessment of MYIS Grant: Curry-Puff
Maker

Leader
Assoc. Prof. Dr. Amirul Afif bin Muhamat

The Muhammad Hofiz bin Abd Rashid & Abd Aziz
Dr. Muhammad Azman bin Ibrahim
Dr. Yusri Hazrol bin Yusoff

The Muhammad Azman bin Ibrahim
The Muhammad Azman bin Ibrahim
The Muhammad Azman bin Yusoff

The Muhammad Azman bin Yusoff

The Muhammad Azman bin Ibrahim bin Yusoff

The Muhammad Hofiz bin Abd Rashid & Abd Aziz



On Securing
RM18000 Funding from Geran Insentif Penyeliaan
(GIP)

Amily binti Fikry e Aziz (Profesor Madya Dr)

Nur Nelisa Sufina binti Zainal Abidin



On Securing
RM21600 Funding from Geran Insentif Penyeliaan (GIP)

Project Title
Acceptance Of Blockchain Technology For Claim
Management Of Takaful Operators In Malaysia

Assoc, Prof. Dr. Amirul Afif bin Muhamat

Nur Izzati binti Ibrahim



RM5000 Funding from Strategic Research Partnership (SRP)

Project Title
Social Innovation For Livestock Industry:
Challenges And Opportunities

Assoc. Prof. Dr. Erne Suzila binti Kassim

Dr. Sri Fatiany binti Abdul Kader Jailani
 Dr. Sharidatul Akma binti Abu Seman
 Dr. Mira Susanti binti Amirrudin



RM5000 Funding from Strategic Research Partnership (SRP)

Project Title
Impact Study of Malaysia Social Innovation Program
(MYIS) Grassroots 2022: Floxsilk – Floxsible Silkscreen
Printing Table

Assoc. Prof. Dr. Melissa binti Shahrom

Dr. Mohd Hafiz bin Zulfakar
 Dr. Norasekin binti Abd Rashid
 Dr. Mohd Safwan bin Ramli
 Dr. Imani binti Mokhtar



RM5000 Funding from Strategic Research Partnership (SRP)

Assoc, Prof. Dr. Siti Noorsuriani binti Ma'on

Prof Madya Dr. Noor'ain binti Mohamad Yunus
 Dr. Emi Normalina binti Omar
 J. Dr. Ida Suriya binti Ismail



On Securing

RM5000 Funding from Strategic Research Partnership
(SRP)

Project Title

Development Of Social Innovation Success Indicators: A

Case Of The Livestock Industry

Leader
Assoc. Prof. Dr. Erne Suzila binti Kassim

Dr. Sri Fatiany binti Abdul Kader Jailan
 Dr. Sharidatul Akma binti Abu Seman
 Dr. Mira Susanti binti Amirrudin



Congratulations to Professor Ts. Dr. Veera Pandiyan A/L Kaliani Sundram and the Sustainable Supply Chain Logistics Management Research Initiative Group from the Faculty of Business and Management for their successful establishment as a Research Initiative Group within UiTM's Entity of Excellence (EK) starting from May 15, 2023. This milestone is expected to enhance the research agenda and provide greater benefits to all members of the UiTM community.

The Faculty of Business and Management (FBM) would like to congratulate Assoc. Prof. Dr. Ariff Md Ab Malik's for the appointment as the Director of the Reserve Officer Training Unit of UiTM (PALAPES) effective from 2nd May 2023 until 1st May 2025.



// tivities

# ASSOCIATION OF ASIA-PACIFIC BUSINESS SCHOOLS (AAPBS)







# ACADEMIC CONFERENCE 2023

UiTM recently hosted a prestigious academic conference in collaboration with The Association of Asia-Pacific Business Schools (AAPBS) on May 8, 2023. The conference, organized by the Faculty of Business and Management (FBM), focused on "Learned Values-Driven Talent: Towards Quality Education".

The event was graced by distinguished guests, including Professor Dr. Bai Choong En, AAPBS President and Dean of the School of Economics and Management at Tsinghua University, Professor Datuk Ts. Dr. Hajah Roziah Mohd Janor, Vice-Chancellor (VC) of UiTM, and Professor Dr. Firdaus Abdullah, the Dean of FBM. Representatives from approximately 40 business schools in Asia-Pacific universities also attended.

In her opening remarks, Vice-Chancellor Professor Datuk Ts. Dr. Hajah Roziah Mohd Janor emphasized the importance of learning from each other and establishing more robust networks among business schools committed to providing quality education. The conference served as a platform for exchanging ideas, discovering best practices, and fostering an ecosystem that supports entrepreneurship, innovation, and social responsibility.

The conference's keynote speaker and forum sessions focused on the social, economic, and environmental challenges universities face due to globalization and technological advancements. The aim was to foster connections between academics and industry experts internationally and facilitate sharing experiences in tackling these challenges.

The AAPBS conference received substantial support from various panels, including Dato' Sri Dr. Hj Irmohizam Ibrahim, the Group Managing Director of the World Trade Centre, and other prominent industry leaders. Panel discussions provided valuable insights into challenges faced by businesses in a rapidly changing global environment.

Overall, this conference contributed to AAPBS's mission of advancing business and management education in the Asia-Pacific region by bringing together industry experts and academic professionals.

# ASSOCIATION OF ASIA-PACIFIC BUSINESS SCHOOLS (AAPBS)

### FIESTA RAYA AAPBS



On May 9, 2023, the Faculty of Business and Management (FBM) hosted the magnificent 'Fiesta Raya' event, exclusively arranged for the esteemed delegates of the Asia-Pacific Business Schools (AAPBS) academic conference.

The primary objective was to offer the delegates an immersive experience, allowing them to partake in the joyous celebration of authentic Eid al-Fitr, complete with an array of delectable delicacies such as beef rendang, chicken satay, ketupat, and lemang.



Moreover, they had the opportunity to witness captivating demonstrations showcasing the preparation of the distinctive Raya dishes. The distinguished guests were enthralled by the scrumptious cuisine and enthused by the outstanding performances delivered by the talented students of FBM.







# ASSOCIATION OF ASIA-PACIFIC BUSINESS SCHOOLS (AAPBS)









### AAPBS @ FBM PUNCAK ALAM CAMPUS

The third day of the Association of Asia-Pacific Business Schools (AAPBS) Academic Conference on May 9, 2023, began with a warm welcome to all delegates at UiTM Puncak Alam Campus's Faculty of Business and Management.

The day kicked off with a session filled with valuable ideas and an engaging sharing session by renowned speakers who contributed to the innovation of business schools in the region. This was followed by the showcase of the AAPBS case committee working group, updates on the general meeting and town hall, as well as the council meeting.

During the forum titled "Business School Innovation Eco-system: Obstacles and Solutions," moderated by Prof. Dr. He Ping from Tsinghua University, prominent speakers including AAPBS President Prof. Dr. Bai Chong-En, Prof. Dr. Robin Gauld from the University of Otago, and Prof. Dr. Xuanwei Cao from Xi'an Jiaotong-Liverpool University shared their insights.

The event also featured the presentation of the case winner on "How Asian-Pacific Companies Respond to Covid-19" by the AAPBS Case Committee Working Group. Additionally, there were updates on the council meeting and a presentation on AAPBS President Bai's vision. The attendees were also informed about the upcoming AAPBS Annual Conference, scheduled to take place at NTU from November 8th to 10th, 2023.

# ERASMUS+ EUROPEAN PROJECT "MASTER'S PROGRAMME IN FAMILY BUSINESS

### **MANAGEMENT**"



The Faculty of Business and Management (FBM) UiTM has been invited to participate in the Erasmus+ European Project "Master's Programme in Family Business Management." The project was held at the University of Aveiro in Aveiro, Portugal, from Thursday, June 15th to Friday, June 16th, 2023, and at the University of Nicosia in Nicosia, Cyprus, from Monday, June 19th to Wednesday, June 21st, 2023.



Professor Dr. Firdaus Abdullah, the Dean of FBM, has been invited to participate in the Erasmus+ training mobility organized by the European Union's Erasmus+ program. He attended various training sessions and project coordination meetings during the event. Accompanying the Dean were distinguished professionals in their respective fields.







# THE 7th GLOBAL RESEARCH NETWORK - BELT AND ROAD INITIATIVE (BRI) CONFERENCE 2023





The conference, organized by the University of Nairobi (UoN) in collaboration with the University of Johannesburg, Zhejiang University, Ocean College, and RMIT University, took place in hybrid mode from February 7 to 9, 2023, at the University of Nairobi, Kenya.

The conference aimed to facilitate the exchange of insights among researchers, practitioners, and industry professionals along the Belt and Road regarding the challenges and opportunities of the initiative.

UiTM was a significant conference partner, promoting the event and participating in paper evaluation through its representatives, Prof. Ts. Dr. Veera Pandiyan and Assoc. Prof. Ts. Dr. Melissa Shahrom from the Department of Technology and Supply Chain Management Studies, FBM.

During the opening remarks, Prof. Dr. Firdaus Abdullah, the Dean of FBM, highlighted the potential for long-term collaborations between UoN and UiTM, emphasizing the importance of moving beyond individual projects. The institutions are exploring opportunities not only in organizing conferences but also in fostering research and academic partnerships.

This collaboration signifies a collective effort by universities to shape their future and is in line with UiTM's aspiration to achieve the status of a Globally Renowned University by 2025.



# FBM 2023 APPRECIATION CEREMONY & RAYA CELEBRATION





The Faculty of Management and Business (FBM) organized the 2023 Appreciation Ceremony & Raya Celebration at Pavilion Hall DK500 in UiTM Puncak Alam.

The event, hosted by the FBM Welfare and Recreation Club, aimed to celebrate and appreciate FPP staff, particularly those from 2022 and 2023. The ceremony recognized various achievements, including retirement of 11 staff members, promotion of 16 staff members, Hajj pilgrimage of 6 staff members, childbirth of 16 staff members, and successful completion of PhD studies by 6 staff members. It also provided an opportunity for FBM staffs to strengthen their relationships.

The ceremony began with a speech by Professor Dr. Firdaus Abdullah, the Dean of FBM, followed by a montage highlighting the celebrated FBM staff. The event concluded with a feast, coinciding with the recently celebrated Aidilfitri, and featured a singing performance by students from the *Kelab Seni Citra Budaya* FPP. Attendees included FBM management, faculty members, industry representatives from UOB Bank, as well as distinguished guests like Prof. Associate Dr. Norzuwana Sumarjan, the Dean of the Hotel and Tourism Faculty of UiTM, and YBhg. Dato' Zuraidah Mohd Said, FBM Adjunct Professor

# STUDENT AFFAIRS



May 25th, 2023- 'Istiadat Konvokesyen UiTM Ke-96 (Sesi Jun 2022), Dewan Agung Tuanku Canselor, UiTM Shah Alam'.

Presenter: YBhg. Tan Sri Dato' Sri (Dr.) Sallehuddin Mohamed (Pro-Canselor).

Congratulations to the 2,134 FBM
Graduates! Your hard work and
dedication have paid off, and we couldn't
be prouder of you. Wishing you all the
best in your future endeavors.





### **STUDENT AFFAIRS**

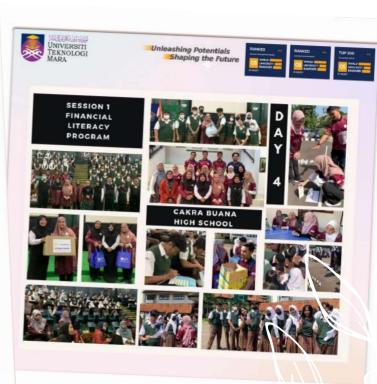
ACTIVITIES/PROGRAMS





## INTERNATIONAL FINANCIAL LITERACY PROGRAM UITM WITH UNIVERSITAS INDONESIA





### **STUDENT AFFAIRS**

ACTIVITIES/PROGRAMS

### PROGRAM PERKAMPUNGAN ILMU



Program Perkampungan Ilmu Murid Sukses 2.0 ke UiTM Puncak Alam, held in collaboration with classes BA2432E and BA2472C as part of the MGT538 (Personal Development) course, spanned two days and one night on June 6th and 7th, 2023.

This remarkable program welcomed 35 exceptional Form 5 students from SMK Puncak Alam to experience the Faculty of Business and Management firsthand.

The primary objective of this program was to cultivate talents beyond the confines of the classroom, empowering participants to express their opinions confidently and excel in public speaking, and foster a strong sense of teamwork.

We hope this program will yield significant benefits and continue to be a catalyst for growth in the future.

PROGRAM PERKAMPUNGAN ...



#### ACTIVITIES/PROGRAMS

#### KURSUS PEMANTAPAN KEPIMPINAN & PENGURUSAN ORGANISASI PELAJAR







## PROGRAM IFTAR DAN SAHUR RAMADAN FAKULTI PENGURUSAN DAN PERNIAGAAN





ACTIVITIES/PROGRAMS

#### PROGRAM REWANG BUBUR LAMBUK PERDANA UC\$ 2023







#### PERSIDANGAN MAHASISWA FAKULTI PENGURUSAN DAN PERNIAGAAN (PERSIMA 2023)





ACTIVITIES/PROGRAMS

#### KEJOHAN PIALA DEKAN 2023 SUKAN & KEBUDAYAAN

On May 23rd, 2023, a closing ceremony marked the end of the Kejohanan Piala Dekan (KPD) 2023 at DK500, Fakulti Farmasi, UiTM Puncak Alam. The Faculty's top management attended the event, including the Dean, Prof. Dr. Firdaus Abdullah, Deputy Dean (HEP), Tn. Syed Ashrene Syed Omar, Deputy Dean (RENOVA) Assoc. Prof. Dr. Amirul Afif Muhamad, and other guests from the Faculty.

The Kejohanan Piala Dekan (KPD) 2023 was a collaboration between Majlis Sukan Fakulti (MASUFA) and Kelab Seni Citra Budaya (KSCB). It showcased sports and cultural events contested by over 16 societies and associations from the Faculty of Business and Management (FBM), UiTM Puncak Alam. The program, which ran from May 11th to May 21st, 2023, aimed to provide a platform for students to display their talents beyond academics. With more than 2200 student participants, the program was a vibrant showcase of sports and cultural activities.



ACTIVITIES/PROGRAMS

### Glow Programme RoadShow 2023





The Glow Programme Roadshow 2023, held on March 22nd, 2023, at DK500, Faculty of Pharmacy, UiTM Puncak Alam, was a successful event attended by esteemed guests. Honourable Ts. Nik Naharudin Bin Mohd Nasir, the Director of Talent & Capability, and Ts. Nurezali Bin Osman, the Senior Manager of Capability, from FBM were welcomed. The event was chaired by Dr. Noor Farradila Abdul Aziz, the Deputy Dean of Industry, Community, and Alumni Network (ICAN), and Dr. Sharidatul Akma Abu Seman, the Head of Technology and Supply Chain Management Studies, and attended by other faculty members.

Organized by the Bachelor in Office Systems Society (BOSS) in collaboration with the Malaysia Digital Economy Corporation (MDEC), the Office of Industry, Community, and Alumni Network (ICAN), and the Department of Supply Chain and Management Studies (DTSCMS), the program aimed to foster entrepreneurial values among FBM students and enhance their knowledge in digital systems. Special guests, including Mr. Ryan Bakery, digital creator Amiruddin Azizi, and digital freelancer lamie Rosli, were invited to share their experiences at the event.





#### ACTIVITIES/PROGRAMS





## FBM UITM 1ST INTERNATIONAL FORUM SERIES 2023

The inaugural FBM UiTM international forum took place on January 31st, 2023, adopting a hybrid format on the Webex Online platform and a physical event at the FBM Discussion Room. The forum centered around the theme of Economics. Distinguished speakers included Dr. Teguh Dartanto, the Dean of the Faculty of Economics and Business at Universitas Indonesia, and Associate Professor Dr. Keshminder Singh Jit Singh, an expert from within UiTM. They shared their knowledge and expertise on "Poverty and Inequality: New Measurement in The New Era". The young and enthusiastic lecturer, Dr. Nurul Syifaa Mohd Shakil, skillfully moderated the session.

### THE 2ND FBM UITM INTERNATIONAL FORUM SERIES 2023

The FBM UiTM International Forum 2023 (Series 2: Economics) focused on "Building Sustainable Communities: The Unique Role of Islamic Social Finance in Promoting Social Sustainability". The panelists for the event were Professor Dr. Yasushi Suzuki, a Visiting Professor at the Faculty of Business and Management UiTM and a Professor at the Ritsumeikan Asia Pacific University, and Associate Professor Dr. Ruhaini Muda, an in-house expert. The discussion, moderated by Encik Mohd Faizal Kamarudin, explored social finance issues from the perspectives of Japan and Malaysia, and the contribution of Islamic finance to this field.













### THE 3RD FBM UITM INTERNATIONAL FORUM SERIES 2023

The third FBM UiTM international forum, which took place on May 10th, 2023, focused on Entrepreneurship as its theme. The event utilized a hybrid platform, combining Webex Online and a physical event at the FBM Discussion Room. It was a privilege to host esteemed speakers, Dr. Respati Wulandari from Bina Nusantara University and our expert, Dr. Mohd Najib Md Saad, who shared their knowledge and expertise on sustainable development in Small and Medium Enterprises. The dynamic and youthful lecturer, Dr. Azrin Ali, skillfully moderated the session.

### FBM UITM 4TH INTERNATIONAL FORUM SERIES 2023

The FBM International Forum Series 4 took place in hybrid format on June 6, 2023, allowing both virtual attendance via Webex and physical attendance. The session focused on Competing Logic in the Nexus of ESG Performance and Firm's Value, specifically examining emerging economies. The panelists for this session included Dr Wahyu Jatmiko, a Senior Researcher and academic staff member from Universitas Indonesia, and Professor Dr Jaafar Pyeman from the Faculty of Business and Management (FBM), UiTM. Associate Professor Dr. Amirul Afif Muhamat, the Deputy Dean of Research and Innovation at FBM UiTM, skillfully moderated the session.







ACTIVITIES/PROGRAMS

## FBM UITM CO-HOSTS THE EUMMAS ACADEME2SOCEITY (A2S) CONFERENCE



#### **MACFEA - FBM UITM INTERNATIONAL CONFERENCE**





ACTIVITIES/PROGRAMS

#### HARI KARNIVAL INOVASI UİTM CAWANGAN SELANGOR (UCS)

















#### FBM MANAGEMENT WRITING BOOTCAMP







#### MOU & MOA

## MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN THE MALAYSIA ASSOCIATION OF CONVENTION AND EXHIBITION ORGANISERS AND SUPPLIERS (MACEOS) AND UNIVERSITI TEKNOLOGI MARA (UITM)



A significant memorandum of understanding (MoU) was signed between MACEOS (Malaysian Association of Convention and Exhibition Organizers and Suppliers) and UiTM (Universiti Teknologi MARA) at the Connexion Conference and Event Centre in Kuala Lumpur.

The MoU was signed by Prof Dr. Firdaus Abdullah, representing UiTM, and Mr. Francis Teo, representing MACEOS. This collaboration signifies an important milestone in the industry-academic partnership. The ceremony was attended by influential CEOs and Directors from the business event industry, highlighting the significance of the partnership in driving growth and excellence.

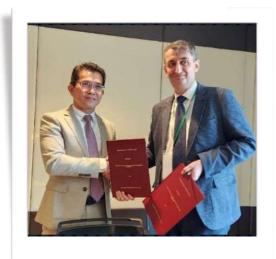


The alliance aims to provide UiTM students with the necessary skills and knowledge for success in the business events industry, improving their employability and nurturing a new generation of professionals.

The event was honored by the presence of Professor David Hind, the president of APIEM (Asia Pacific Institute for Events Management). The partnership between MACEOS and UiTM holds great potential for transforming the industry-academic landscape, creating synergies and contributing to the growth of the business events industry. We look forward to further updates and developments as the journey progresses.



# MEMORANDUM OF UNDERSTANDING (MoU) AND MEMORANDUM OF AGREEMENT (MOA) WITH SKYLINE UNIVERSITY COLLEGE (SUC), CITY UNIVERSITY AJMAN & EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION (EUMMAS)



Universiti Teknologi MARA (UiTM), specifically the Faculty of Business and Management (FBM), has successfully partnered with three international universities and an association in Dubai, UAE. This significant collaboration took place from February 21st to 23rd, 2023, and involved the signing of a Memorandum of Understanding (MoU) and a Memorandum of Agreement (MoA).

These agreements enhance teaching, learning, and research, adding value to all parties involved. The Dean of FBM, Professor Dr. Firdaus Abdullah, represented the Vice Chancellor of UiTM, Professor Datuk Ts. Dr. Hajah Roziah Mohd Janor, during the exchange of these documents.

The MoU was signed with the European Marketing and Management Association (EUMMAS), with Professor Dr. Mile Vasic, the President of EUMMAS, and Professor Dr. Firdaus Abdullah, representing UiTM, acting as the signatories. Additionally, two MoAs were exchanged with Skyline University College (SUC) and City University Ajman (CUA). Professor Dr. Mohammed Inairat, the Vice-Chancellor of SUC, and Professor Dr. Firdaus Abdullah signed the MoA with SUC. The MoA with CUA was signed by Mr. Imran Khan, the President of CUA, and Professor Dr. Firdaus Abdullah.

It is worth noting that the MoAs signed between FBM and SUC and FBM and CUA serve as extensions of the MoU signed in 2021 between UiTM's Vice Chancellor, Professor Datuk Ts. Dr. Hajah Roziah Mohd Janor and the respective universities. Various initiatives have been planned through this collaboration, including research collaborations, project development, publications, seminars, conferences, training, and capacity building. These endeavors are expected to enhance the visibility of FBM and indirectly contribute to the visibility of UiTM.





MOU & MOA

## MEMORANDUM OF UNDERSTANDING (MOU) AND LETTER OF AGREEMENT BETWEEN UNIVERSITI TEKNOLOGI MARA (UITM) AND UNIVERSITAS MULAWARMAN





On May 15, 2023, Universiti Teknologi MARA (UiTM) and Universitas Mulawarman, Indonesia, solidified their partnership by signing a Memorandum of Understanding (MoU) and Letter of Agreement (LoA). The main objective of this collaboration is to strengthen the bond between the two universities through the exchange of expertise, particularly in teaching, learning, and research initiatives.

The Vice Chancellor of UiTM, Professor Datuk Ts. Dr. Hajah Roziah Mohd Janor, entrusted Professor Dr. Firdaus Abdullah, the Dean of the Faculty of Business and Management (FBM), to sign the MoU and LoA. The signing ceremony was attended by Associate Prof. Dr. Zarina Denan, Deputy Dean (Academic) of Faculty Business and Management, Dr. Ir. H. Abdunnur, Rector of Universitas Mulawarman, and Prof. Dr. Syarifah Hudayah, Dean of Fakultas Ekonomi and Bisnis of Universitas Mulawarman.









MOU & MOA

#### **MBSB BANK - UITM**



On February 14, 2023, a significant event took place in Shah Alam as Universiti Teknologi MARA (UiTM) partnered up with MBSB Bank Berhad to sign a momentous Memorandum of Understanding (MoU). The primary focus of this MoU is to foster financial education and enhance learning through various financial management programs, benefiting both academic and business development.

The esteemed Vice Chancellor of UiTM, Professor Datuk Ts. Dr. Hajah Roziah Mohd Janor, had the honor of signing the MoU alongside the Chief Executive Officer of the MBSB Bank Group, Datuk Nor Azam M. Taib. This significant moment was witnessed by the respected Dean of FBM, Professor Dr. Firdaus Abdullah, and MBSB Bank's Head of Digital Business, Zainul Abidin Mustafa, at the distinguished Tuanku Syed Sirajuddin Chancellery Building, UiTM Shah Alam.

This MoU symbolizes a long-term strategic initiative of UiTM 2025, aligning with the university's vision of becoming a digital campus through the Puncak Alam Campus. Its primary objective is to facilitate the growth of UiTM in the digital realm while nurturing a profound understanding of financial management and promoting financial literacy among students and the wider community.

## STARBUCKS COLLABORATION WITH FBM UITM

On 7th February 2023, Berjaya Starbucks Coffee Company Sdn Bhd Headed by the Real Estate Manager, Ms. H'ng Sook Yee, made a visit to FBM. The visit provided an opportunity for Berjaya Starbucks to discuss possible collaborations with FBM. Also attended the meeting was Dato' Zuraidah Mohd Said, Adjunct Professor of FBM.

Welcome Starbucks to UiTM Puncak Alam.



### STRATEGIC MEETING

#### **FBM - EUMMAS**



The Faculty of Business and Management (FBM) UiTM is embarking on an exciting initiative in collaboration with the European Marketing and Management Association (EUMMAS) to establish a Faculty-Industry Executive/Professional Education Centre.

This partnership, led by Professor Dr. Firdaus Abdullah, the Dean of FBM, aims to provide career-long learning opportunities for staff and students by combining university knowledge with global industry expertise. The initial focus will be on professional and executive education initiatives, with EUMMAS opening its Asia Regional Centre at FBM.

This collaboration marks an important milestone for FBM, positioning it as a critical player in the executive education sector and supporting UiTM's goal of becoming a globally renowned university. The partnership will foster international collaboration, student exchange programs, and the development of innovative educational programs. Through this initiative, FBM and UiTM aim to contribute significantly to the teaching and learning ecosystem, particularly in business management, while aligning with Malaysia's National Initiatives to promote education and elevate UiTM's global reputation.

#### **CILTM - FBM**

On Monday, April 17th, 2023, a meeting was held via Google Meet between the Chartered Institute of Logistics and Transport, Malaysia (CILTM), and various stakeholders to explore potential collaborations for the International Certificate of Halal Supply Chain short course program.

The discussion encompassed additional areas of partnership, including organizing joint conferences, seminars, and symposiums, conducting collaborative research, providing joint consultancy services, and seeking accreditation for degree programs. Certain decisions made during the meeting will require further deliberation in subsequent discussions.





### STRATEGIC MEETING



## FBM - UNIVERSITY OF APPLIED SCIENCES SAARBRUCKEN, GERMANY

A virtual meeting was held on June 23, 2023, between UiTM and the University of Applied Sciences Saarbrucken, Germany. The discussion focused on exploring future partnership opportunities in academia. Congratulations to FBM for initiating this international connection with the University.

Prof. Dr. Firdaus Abdullah and Dr. Nor Farradila Abdul Aziz led the meeting. At the same time, Prof. Teresa Melo and Prof. Alexander Poschl from the University of Applied Sciences Saarbrucken presented the collaboration's goals. These goals include student mobility programs, joint lectures, research collaborations, and entrepreneurship programs. The discussion was fruitful, and we look forward to further engagements.

#### FBM - MDEC

FBM was honoured to receive the visit of Ts. Nurezali Bin Osman, Head of Capability Department, Azlinda Mohd Hairon, Manager of Eusahawan Siswa, and Faizuddin Abdullah, Eusahawan Siswa, all representing the Talent & Capability Department, Digital Enablers. The meeting took place at the Deanery Office, Level 2, PFI, FBM, UiTM, Puncak Alam, under the guidance of Assoc. Prof. Dr. Zarina Denan (Deputy Dean of Academic Affairs), with esteemed academicians in attendance.

The purpose of the discussion was to foster collaboration between MDeC-FBM and explore additional initiatives that could bring significant benefits to students, lecturers, and the university as a whole. FBM expresses sincere gratitude for this excellent opportunity to strengthen and enhance university-industry collaborations for mutual advancement.









#### FBM - GOLDEN LUSTRE SDN BHD

The Dean of the Faculty of Business and Management (FBM), Professor Dr. Firdaus Abdullah, lead FBM and UiTM's involvement in The Site Safety Professional Certification Initiative by the Department of Occupational Safety and Health (DOSH) under the Ministry of Human Resources.

FBM is exploring a potential collaboration with Golden Lustre Sdn Bhd, represented by Mr. Habib Noh Sayid Seman, Tuan Haji Ruzman Johari, and Puan Syarifah Nurul Syafira Al-Yahya, to support this initiative and combine university knowledge with global partners for career-long learning and professional certification attainment.

This partnership aims to enhance FBM students' skills in health and safety, with program offerings aligned to industry demands and job creation. After completing the program, FBM Students can access job opportunities through various collaborative initiatives. This collaboration fosters a closer relationship between the Faculty of Business and Management and the industry, working towards shared goals. Ultimately, this effort contributes to advancing FBM and UiTM's visibility and supports UiTM's objective of becoming a globally renowned university.

#### FBM - VISITING PROFESSOR

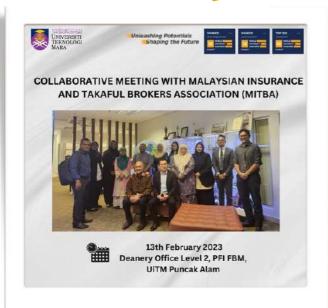
It was a pleasure to welcome our honourable visiting Professor, Prof. Dr. Zulkornain Yusop and external examiner, Prof. Dr. Law Siong Hook, From the School of Business and Economics, Universiti Putra Malaysia on 16th February 2023 (Thursday) for a meeting with visiting Professor and External Examiner. The meeting was held at Deanery Office, Level 2, Faculty of Business and Management, with Prof. Dr. Firdaus Abdullah (Dean of FBM) and the Business Economics Program's lecturers.

The meeting centered on the curriculum review of BBA (Hons.) Business Economics Program and potential seminars and workshops by our visiting professor and external examiner. The meeting outcomes shall benefit the faculty in strengthening our program's curriculum towards producing globally competent graduates.





#### STRATEGIC MEETING



#### FBM - MITBA

A collaborative meeting between FBM and Malaysian Insurance and Takaful Brokers Association (MITBA) was held at Deanery Office, Level 2 PFI Building, on 13th February 2023. The meeting was chaired by Prof. Dr. Firdaus Abdullah (the Dean of FBM), with the presence of Dato' Shazme Sulaiman, Mr Sazali Shahabudin, and Mr Zamree Mohamad from MITBA.

The meeting was held to explore further collaboration opportunities between FBM and MITBA, including a structured internship program, collaborative research opportunities, and training programs tailored for FBM's academicians and students. FBM is grateful for this excellent opportunity to develop and enhance university-industry collaborations for mutual benefit.

#### FBM - BINASKILL ACADEMY

A collaborative meeting between UiTM and Binaskill Academy occurred on January 16th, 2023, at the Deanery Office, Level 2 PFI Building. Chaired by Prof. Dr. Firdaus Abdullah, the Dean of FBM, the meeting included the presence of Prof. Dato' Dr. Jamil Haji Hamali (Rector of UiTM Sarawak), Datuk Prof. Madya Dr. Hj Abd Kadir Rosline & Ruslim (Rector of UiTM Sabah), Tuan Hj Samsuddin Mohd Amin (Deputy Treasurer), Dr. Mohd Syahiran Abdul Latif (Head of ACIS), and Dr. Affaro Affandy Salim (CEO of Binaskill Academy).

The main objective of the meeting was to further explore the collaboration between the university and the industry to support the youth in developing their talents in the arts through cultural arts talent development program. This program focuses on artistic growth, innovation, and cultivating professional development among youth, enabling them to discover and nurture their unique contributions to society. The meeting resulted in a fruitful exchange of positive ideas that benefited both parties.





## FBM - CHAMRUN DIGITAL GROUP



Under the guidance of Professor Dr. Firdaus Abdullah, the Dean of the Faculty of Business and Management (FBM), there is an ongoing effort to provide students with professional business certification knowledge. The focus of this initiative is on digital business tools and entrepreneurship. The aim is to empower staff, students, alumni, and especially youth to become successful entrepreneurs by gaining an advantage over competitors and creating thriving businesses in the future.

To support these goals, FBM is exploring a potential collaboration with Ybhg. Dato' Dania Abd Wahab and Adj. Prof Behrang Parhizkar, the Group CEO of Chamrun Digital Group. The partnership aims to strengthen FBM's initiatives for the center for executive and professional education. By combining academic knowledge with industry professionals' real-world experience, the effort aims to provide continuous learning opportunities for students and professionals to achieve their professional certifications and goals.

The envisioned center for executive and professional education will offer innovative educational and professional programs, equipping students with the necessary knowledge and skills to excel in today's rapidly changing business environment. This collaborative model fosters a closer relationship between participating industries and the Faculty of Business and Management, aligning their efforts towards shared objectives. Overall, this initiative serves as a significant step for FBM and UiTM, positioning them as a globally marketable university and supporting UiTM's aspirations.

#### FBM - CILTSS

The Chartered Institute of Logistics and Transport, Selangor Section (CILTSS), led by Chairman Dato Dr Mohammed Amin Kassim, visited the Faculty of Business and Management on January 5th, 2023. The purpose of the meeting was to discuss future collaboration and opportunities between the two entities.

The agenda included enhancing academic quality through accreditation and certification, organizing training programs, fostering networking between industry and academics, and coorganizing symposiums and industrial guest speaker series.

The meeting was attended by Tn Omar Suhaimi, CILTSS Internal Auditor, and two faculty members, AP Dr Harlina Suzana Jaafar and Dr Emi Normalina Omar, who were part of the CILTSS delegate as Vice Chairman and Elected Committee members. Representing the faculty were the Dean, Professor Dr Firdaus, Dr Sharidatul Akma Seman (Head of Department, Technology, and Supply Chain Management Studies), and Dr Mohd Hafiz Zulfakar, Course Coordinator for BBA (Hons.) Transport program.













## LAUNCHING OF THE DIGITAL CERTIFICATION PARTNERSHIP INITIATIVE BETWEEN UITM, ICDL & NAMA FOUNDATION

SHAH ALAM, 16 MARCH 2023 – Universiti Teknologi MARA (UiTM) has strengthened its partnership with ICDL, the world's leading digital skills certification agency, and NAMA Foundation, a prominent international grant provider. This collaboration aims to develop best practices and enhance performance in international digital certification for UiTM graduates.

The launch of the Digital Certification Partnership Initiative (DCPI), following the signing of a Memorandum of Understanding (MoU) between the three parties, represents a significant step towards a prospective tripartite partnership. This initiative embodies the United Nations Sustainable Development Goal 17 (SDG17) - Partnership for the Goals. It offers invaluable opportunities for UiTM students, particularly those from the B40 economic background, to acquire the essential skills needed in the Industry 4.0 era.

UiTM's Faculty of Business and Management (FBM) has been designated as the Accredited Test Center (ATC) and becomes the first faculty to benefit from this partnership project. The launch event was graced by the presence of the Honorable Irish Minister of State for Skills and Further Education, Mr. Niall Collins, Her Excellency the Ambassador of Ireland to Malaysia, Ms. Hilary Reilly, Assistant Vice Chancellor for Strategy at Universiti Teknologi MARA, Prof. Ts. Dr. Nor Hayati Saad, and the Dean of the Faculty of Business and Management, Prof. Dr. Firdaus Abdullah. The event concluded with the presentation of certificates to students and staff of UiTM, marking the successful completion of the pilot digital certification project.

ICDL has also announced its support to UiTM by sponsoring 100 units of the Compass Module. This module will enable the measurement and benchmarking of graduate digital skills across various areas.

By actively engaging with strategic partners and receiving support, UiTM is well-positioned to remain relevant and competitive while offering programs that align with the needs and demands of the market.

# INDUSTRY, COMMUNITY, AND ALUMNI NETWORKING STRATEGIC VISIT



A courtesy visit by Dato' Wahadaniah Abd Wahab, Director of Corporate Relations, to the Faculty of Business and Management has brought an excellent collaboration idea on digital skills in the emarket to help students generate income. This collaboration will provide students with the most recent digital jobs in demand.

11 April 2023- Alumni Network Centre (ANC), UiTM, headed by Director, Associate Professor Datin Sri Dr Nazura Mohamed Sayuti, and her team recently visited FBM. The visit allowed the ANC to exchange ideas and experiences and discuss cooperation opportunities with FBM.





On April 11, 2023, FBM had the privilege of hosting the first courtesy visit by the 'Persatuan Alumni Fakulti Pengurusan Perniagaan'. We were honoured to welcome a delegation led by Datuk Zulkifli Ishak, the President of Alumni FPP. Datuk Zulkifli shared the association's plans and activities throughout the visit and expressed their unwavering support for the faculty's vision and mission. During the hour-long session, several topics were discussed, including enhancing relations between the faculty and the association and employing multifaceted efforts to foster FPP's growth.

FBM was honoured to host Prof. Dr. David Hind, President of the Asia Pacific Institute of Events Management (APIEM), on May 15, 2023. The meeting, held at the Deanery Office, Level 2, PFI FBM, UiTM Puncak Alam, was chaired by Prof. Dr. Firdaus Abdullah, the Dean of FBM. The event management program's faculty members were present during the discussion. The main agenda was to discuss the future strategy for APIEM, focusing on expanding partnerships and jointly hosting international conferences, symposiums, and forum discussions.



# INDUSTRY, COMMUNITY, AND ALUMNI NETWORKING STRATEGIC VISIT



On May 3, 2023, a delegation from FBM, led by Dean Professor Dr. Firdaus Abdullah, visited the Federation of Malaysian Manufacturers (FMM) in Selangor. Mag Ng, Chairman of the FMM Selangor & Kuala Lumpur Branch, and Dato' J. Palaniappan, Vice Chairman of the FMM Selangor & Kuala Lumpur Branch, received the delegation. During the visit, the Dean shared FBM's latest achievements, activities, and the benefits that the industry can gain from collaborating with FBM. The discussion also covered potential collaborations in industry advisory, knowledge transfer programs, consultancy projects, and TVET (Technical and Vocational Education and Training) education-industry activities.

On May 23, 2023, FBM received a courtesy visit from HudHud Technologies Berhad and the Standard and Industrial Research Institute of Malaysia (SIRIM). The delegation was led by Dato Mohd Zamri Mazleh, Vice President of HudHud Technologies, accompanied by Mr. Razali Ahmad, CEO of HudHud Technologies, Yazid Miskom, Senior Consultant Technopreneur Development Section. The visit aimed to discuss potential collaboration between **FBM** and visiting organizations. The focus was on exploring opportunities for partnership in the technopreneurship program and establishing strategic ties between the parties.





FBM had the pleasure of hosting a delegation from Universitas Indonesia (UI) consisting of 3 lecturers and 4 students from May 5th to 9th, 2023. The delegates included Dr. Lisa Listiana, Dr. Wahyu Jatmiko, Dr. Nur Dhani Hendranastiti, Rayhan Ali Rachman, Ananda Agista Humaira Fariza Ifra Andriani, and Rayhan Muhammad Naufal. During their visit, the activities revolved around community engagement with SMK Puncak Alam on Islamic Financial Literacy, students participating in classes on Intro to Fiqh Muamalat and Islamic Economics, an International Forum Series with Renova, and industry visits to the Islamic Financial Services Board (IFSB) and Kloth Sdn Bhd. FBM appreciates the valuable opportunity to strengthen and expand collaborations with UI to benefit both institutions.

#### STRATEGIC VISIT



On March 21, 2023, the Office of Industry, Community, and Alumni Network (ICAN) organized a courtesy visit to the Will Group in Damansara Perdana. The visit aimed to strengthen cooperation between the two parties and explore collaborative programs, particularly in entrepreneurship incubation, research and consultation, industry advising, and mentorship programs. The meeting between Prof. Dr. Firdaus Abdullah, Dean of the Faculty of Business and Management, Dr. Nor Farradila Abdul Aziz, Deputy Dean of Industry, Community, and Alumni Network, and representatives from Will Group, including Aliza Ali, Group Managing Director, and Widayu Latiff, Executive Director, was productive. The Faculty of Business and Management will continue to work closely with the industry to ensure students acquire the necessary skills for the high-demand workplace of the 21st century.

Faculty of Business and Management (FBM) UiTM is one of the faculties in Malaysia that have been invited to a networking dinner organised by Universitas Airlangga (UnAir), Indonesia. The event was held at the InterContinental Hotel on 24 February 2023. Professor Dian, Dean of the Faculty of Economics and Business UnAir, was also there, while FBM UiTM was represented by Assoc. Prof. Dr. Amirul Afif Muhamat (Deputy Dean Research & Innovation) and Dr Nor Farradila Abdul Aziz (Deputy Dean of ICAN). Both parties have agreed to design a program and collaborate on research activities and student and staff mobility.





27 Jan 2023- FBM welcomes strategic partnerships with industry to jointly train and develop students' potential, especially in the digital entrepreneurship up-skilling and re-skilling training programs. These mutually beneficial partnerships can produce more entrepreneurs in the future who are innovative and able to solve complex problems, drive economic growth, and create a more skilled workforce. The discussion was chaired by Prof Dr Firdaus Abdullah, Dean Faculty of Business and Management, with the presence of Dato Wahadaniah Abd Wahab (Director of Corporate Relations Ihsan Fintech Sdn Bhd), Dato Moh Ali Majis (Chairman & Founder at Aliy Group), Mr Hani, Dr Nor Farradila Abdul Aziz (Deputy Dean Industry, Community and Alumni Network), and Assoc Prof Dr Zarina Denan (Deputy Dean of Academic Affairs).

#### STRATEGIC VISIT



The Faculty of Business and Management (FBM) had a fruitful discussion with the Bond Pricing Agency Malaysia (BPAM) to kick-start an academia-industry collaboration. This collaboration will benefit both parties, including the students and the public, interested in research and consultation regarding the fixed-income market. In the meeting were Ms. Audrey Chai (Senior Manager, BPAM), Mr. Mohd Albakry Abd Azis (Assistant Manager, Partnerships, Retail Products & Media, BPAM), Assoc. Prof. Dr. Amirul Afif Muhamat (Deputy Dean of Research & Innovation), Assoc. Prof. Dr. Harlina Suzana Jaafar, Head, CHARM@FBM), Dr. Roslina Mohamad Shafi (Coordinator, CHARM@FBM), and Dr. Emi Normalina Omar (Coordinator, CHARM@FBM).

The Faculty of Business and Management (FBM) hosted an international delegation led by Assist. Prof. Dr. Samsul Arifin from the Faculty of Economics and Business, Nahdlatul Ulama Islamic University (UNISNU) in Jepara, Central Java, Indonesia. Accompanying him were Mr. Jati Widagdo, Ms. Nimas Aulia P., and Ms. Shinta Kumala Dwi, lecturers from the same faculty. This visit took place on Monday, January 16th, 2023. The primary purpose of the visit was to explore potential collaborations between UNISNU and FBM in areas such as postgraduate programs, international joint research projects, and staff and student exchange programs.





FBM warmly welcomed an international delegation led by Assist. Prof. Dr. Dimas Bagus Wiranatakusuma, the Executive Secretary of the International Program for Islamic Economics and Finance (IPIEF) at Universitas Muhammadiyah Yogyakarta (UMY), Indonesia, along with 17 undergraduate students on January 11th, 2023. The visit aimed to discuss potential collaborations between UMY and FBM, focusing on staff and student mobility and other international programs. The visit concluded with warm closing remarks and a gift-exchange ceremony at the Deanery Office, Level 2, PFI FBM, UiTM Puncak Alam.

COMMUNITY-BASED ACTIVITIES

#### **COMMUNITY EVENT AT AL-ITISAM MOSQUE**







#### TOURISM MOBILEGRAPHY AT TASIK BERA RESORT







## STRATEGIC PARTNERSHIP - MOU WITH UNIVERSITIES









































## STRATEGIC PARTNERTSHIP - MOA WITH UNIVERSITIES

























## STRATEGIC PARTNERSHIP - MOU WIT INDUSTRY PARTNERS





The Chartered Institute of Logistics and Transport



#### **Payroll Panda**





The Chartered Institute of Marketing



## **1yFundAction**







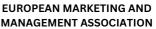




















The Digital Skills Standard



**FOR AGRICULTURE SUSTAINABILITY** 



## RATEGIC PARTNERSHIP - MOA INDUSTRY PARTNERS





















The Standards and Metrology Institute for Islamic Countries



















- 3DTECH PARAMETRIC SDN. BHD.
- AF EDUCATION RESOURCES
- AGENSI PEKERJAAN AJOBTHING SDN. BHD.
- AIA BERHAD
- AKADEMI USAHAWAN MIKRO SDN. BHD.
- · AKRAM AFIFI HOLDINGS SDN. BHD.
- ALAM FLORA ENVIRONMENTAL SOLUTIONS SDN. BHD.
- ALLIANZ LIFE INSURANCE MALAYSIA BERHAD
- ALLSOME PLANET SDN. BHD.
- AM SEEMA WORLDWIDE

- AMANAH SAHAM NASIONAL BERHAD
- AMBANK (M) BERHAD
- AMMETLIFE INSURANCE BERHAD
- ANA EDAR SDN BHD
- ANGKATAN KOPERASI KEBANGSAAN MALAYSIA BERHAD
- ARMANI ENTERTAINMENT GROUP
- AUTOMOTIVE INDUSTRIES SDN BHD
- AZDAN SDN BHD
- AZWATI HANIM & CO
- BAIRUHA RESOURCES

- BANDAR UTAMA CITY CENTRE SDN BHD
- BANGKIT ENERGY & PRO LOGITICS (EM) SDN BHD
- BANK KERJASAMA RAKYAT MALAYSIA BERHAD
- BANK MUAMALAT MALAYSIA BERHAD
- BANK NEGARA MALAYSIA
- BANK RAKYAT
- BASF ASIA-PACIFIC SERVICE CENTRE SDN BHD
- BIB INSURANCE BROKER SDN BHD
- BIONUTRICIA MANUFACTURING SDN BHD
- BOSTER ENGINEERING SDN BHD

- CACAS HOLDING SDN BHD
- CANON MARKETING (MALAYSIA) SDN BHD
- CARDIAC VASCULAR SENTRAL KUALA LUMPUR (CVSKL)
- CELCOM AXIATA BERHAD
- CELESTICA ELECTRONICS (M) SDN BHD
- CHRISTY NG SDN BHD
- CHUBB INSURANCE MALAYSIA BERHAD
- CIEF WORLDWIDE SDN BHD
- CONTINENTAL TYRE PJ MALAYSIA SDN BHD

- CORNERSTONE XSTATE SDN BHD
- CREATIVE TANK PRODUCTION
- CREDIT GUARANTEE CORPORATION MALAYSIA BERHAD
- CRYOCORD SDN BHD
- CSM ENGINEERING HARDWARE (M) SDN BHD
- CUTECARRY SDN BHD
- CWC & ENG PLT
- CYBERVIEW SDN BHD
- DARUL MAKMUR MEDICAL CENTRE SDN BHD
- DE RICHE LURVE SDN BHD

- DEWAN BANDARAYA KUCHING UTARA
- DOLPHIN DIVISION
- EDOTCO GROUP SDN BHD
- EMIR RESEARCH (M) SDN BHD
- ENERGY SOFTWARE SOLUTION SDN BHD
- ETIQA INSURANCE & TAKAFUL
- F&N DAIRIES MANUFACTURING SDN BHD
- FAISHA INTERNATIONAL SDN BHD
- FAMES MANAGEMENT SDN BHD
- FATEHTEAM RESOURCES

- FELCRA BERHAD
- FGV PALM INDUSTRIES SDN. BHD.
- FLASH MALAYSIA EXPRESS SDN. BHD.
- FLOWCO (MALAYSIA) SDN. BHD.
- FOODABOX DOT COM SDN. BHD.
- GD EXPRESS SDN. BHD.
- GE POWER SOLUTIONS (MALAYSIA) SDN. BHD.
- GENTING MALAYSIA BERHAD
- GIBRALTAR BSN LIFE BERHAD
- GLENEAGLES HOSPITAL MEDINI JOHOR

- GLENMARIE PROPERTIES SDN. BHD.
- GLOBAL AMITY SDN. BHD.
- GOODTERM ALLIANCE SDN. BHD.
- GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD
- GREATER TAMPIN OTO SDN. BHD.
- GTRADE TECHNOLOGY SDN. BHD.
- HAPPYFRESH MALAYSIA
- HARTALEGA NGC SDN. BHD.
- HASNURI SDN. BHD.
- HAWARI HANAFI & CO

- HAYAT INSURANCE BROKERS SDN. BHD.
- HELIZ & RASRAAF SDN. BHD.
- HEXAMATICS SERVCOMM SDN. BHD.
- · HICOM UNIVERSITY COLLEGE SDN. BHD.
- · HIVE MARKETING SDN. BHD.
- HONG LEONG BANK BERHAD
- HOSPITAL KEPALA BATAS
- HOSPITAL KUDAT
- HOSPITAL PANTAI AMPANG
- HOSPITAL TENOM, SABAH

- HUMAN RESOURCE DEVELOPMENT CORPORATION
- GRAND DYNASTY VENTURE SDN. BHD.
- IDS MEDICAL SYSTEMS (MALAYSIA) SDN. BHD.
- INFLUASIA SDN. BHD.
- INSTITUT KOPERASI MALAYSIA
- INSTITUT PERAKAUNAN NEGARA
- INTER EXCEL TOURISM ACADEMY SDN. BHD.
- JST CONNECTORS (M) SDN. BHD.
- · KARYA PIS SDN. BHD.
- KEMENTERIAN KEWANGAN MALAYSIA

- KGW LOGISTICS
- KHIND HOLDING BERHAD
- KINTETSU WORLD EXPRESS (MALAYSIA) SDN. BHD.
- KK GROUP
- KMI KUALA TERENGGANU MEDICAL CENTRE
- KONE ELEVATOR (M) SDN. BHD.
- KONTENA NASIONAL BERHAD
- KOPERASI PENDIDIKAN USAHAWAN BERHAD
- KPJ BANDAR MAHARANI SPECIALIST HOSPITAL
- KPJ DAMANSARA SPECIALIST HOSPITAL
- KPJ RAWANG SPECIALIST HOSPITAL

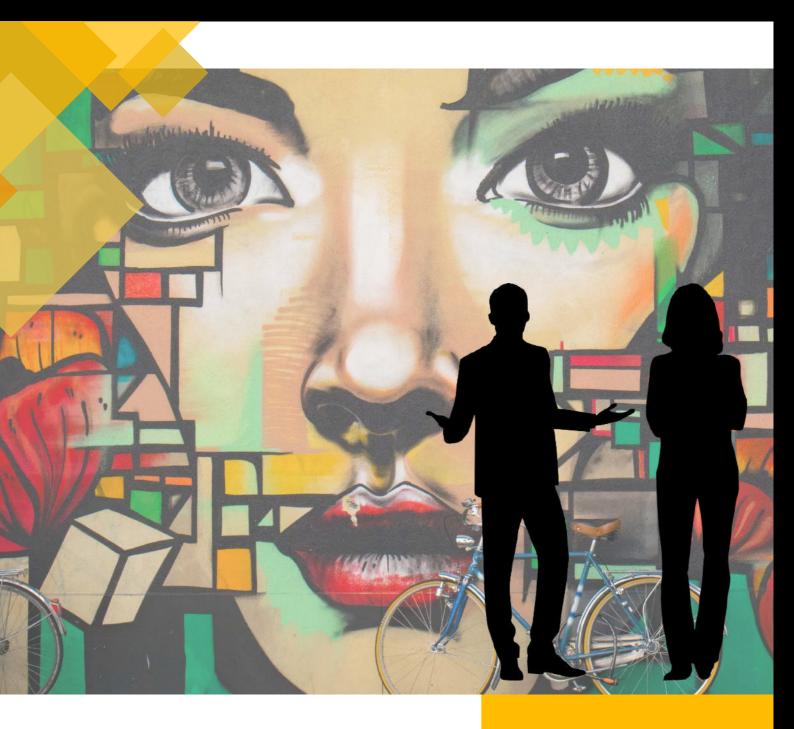
- KPMC PUCHONG SPECIALIST CENTRE
- KUMPULAN WANG SIMPANAN PEKERJA (KWSP)
- L'ORÉAL MALAYSIA SDN. BHD.
- LAPASAR SDN. BHD.
- LE MERIDIEN PUTRAJAYA
- LEMBAGA PEMBANGUNAN LANGKAWI (LADA)
- LEMBAGA PEMBIAYAAN PERUMAHAN SEKTOR AWAM
- LEMBAGA TABUNG HAJI
- LIBERTY INSURANCE BERHAD
- LIMA BINTANG LOGISTICS SDN. BHD.

- LITTLE CALIPHS INTERNATIONAL SDN. BHD.
- · LUBETECH SDN. BHD.
- LYRECO OFFICE SUPPLIES (M) SDN. BHD.
- M.A.A PARFUM LEGACY
- MAJLIS AGAMA ISLAM DAN ADAT MELAYU PERAK
- MAJLIS AMANAH RAKYAT (MARA)
- MAJLIS BANDARAYA PETALING JAYA
- MAJLIS BANDARAYA SHAH ALAM (MBSA)
- MAJLIS DAERAH KUALA PILAH
- MERCK SDN. BHD.
- MICRO TECH TVET COLLEGE
- MILI EXPRESS LOGISTICS SDN. BHD.
- MIRI PORT AUTHORITY
- MITSUBISHI MOTORS MALAYSIA SDN. BHD.
- MMC CORPORATION BERHAD
- MOTOSIKAL DAN ENJIN NASIONAL SDN. BHD. (MODENAS)
- MSM MALAYSIA HOLDINGS BERHAD
- MTD PROJECT MANAGEMENT SERVICES SDN. BHD.
- MYNEWS RETAIL SDN. BHD.
- PARADIGMA EDUCATION RESOURCES
- PEJABAT DAERAH DAN TANAH BERA
- PEJABAT DAERAH DAN TANAH KUALA KANGSAR
- PEJABAT DAERAH DAN TANAH KUALA LANGAT
- PEJABAT DAERAH DAN TANAH ROMPIN
- PEJABAT KESIHATAN DAERAH KOTA BHARU
- PEJABAT PENDIDIKAN DAERAH KOTA KINABALU
- PEJABAT SETIAUSAHA KERAJAAN NEGERI SEMBILAN
- PEJABAT SETIAUSAHA KERAJAAN PAHANG
- PELABURAN MARA BERHAD

- MAJLIS DAERAH PASIR MAS
- MAJLIS DAERAH SABAK BERNAM
- MAJLIS PERBANDARAN JEMPOL
- MALAKOFF CORPORATION BERHAD
- MALAYAN BANKING BERHAD (MAYBANK)
- MALAYSIA AIRPORTS HOLDINGS BERHAD
- MAQO ENGINEERING SDN. BHD.
- MARKAIDS (MALAYSIA) SDN. BHD.
- MASS RAPID TRANSIT CORPORATION SDN. BHD.
- MCTRONIC INDUSTRIES SDN. BHD.
- MYTEKSI GRAB SDN. BHD.
- NESTLE MANUFACTURING (MALAYSIA) SDN. BHD.
- NISSIN INTERNATIONAL LOGISTICS (M) SDN. RHD
- NORTHPORT (MALAYSIA) BERHAD
- OCBC BANK (MALAYSIA) BERHAD
- OTOMOBIL SEJATI SDN. BHD.
- PAIX MARKETING AND MANAGEMENT
- PANASONIC MANUFACTURING MALAYSIA BERHAD
- PANDAI EDUCATION SDN. BHD.
- PANTAI HOSPITAL
- PERBADANAN KEMAJUAN NEGERI SELANGOR (PKNS)
- PERBADANAN LABUAN
- PERMODALAN NASIONAL BERHAD (PNB)
- PERODUA SERVIS SUBANG PERDANA
- PERTUBUHAN KEBAJIKAN ANAK YATIM & ASNAF IMAN & AMAL
- PERTUBUHAN KESELAMATAN SOSIAL (PERKESO)
- PERTUBUHAN PELADANG KAWASAN BERNAM JAYA
- PERTUBUHAN PELADANG KAWASAN ROMPIN
- PETRO TEGUH (M) SDN. BHD.
- PETROBUS RESOURCES

- PETROFAC MALAYSIA LIMITED
- PETROLIAM NASIONAL BERHAD (PETRONAS)
- PETRONAS DAGANGAN BERHAD
- · PETRONAS DIGITAL SDN. BHD.
- PETRONAS LUBRICANTS INTERNATIONAL SDN. BHD.
- PHARMANIAGA LOGISTIC SDN. BHD.
- PINTARAS MEGAH SDN. BHD.
- · PJD REGENCY SDN. BHD.
- PKT LOGISTICS (M) SDN. BHD.
- PLEXUS MANUFACTURING (M) SDN. BHD.
- PUTRA MEDICAL CENTRE
- PUTRAJAYA LEISURES & SERVICES GROUP SDN. BHD.
- QL KITCHEN SDN. BHD.
- QL MAXINCOME SDN. BHD.
- RAIA HOTEL ALOR SETAR
- ROCHE SERVICES (ASIA PACIFIC) SDN. BHD.
- ROSEGATE INSURANCE BROKERS SDN. BHD.
- SP SETIA BERHAD
- SABAH CREDIT CORPORATION
- SABAH SOFTWOODS BERHAD
- TELEKOM MALAYSIA BERHAD
- TENAGA NASIONAL BERHAD
- TERAJU BUMIPUTERA CORPORATION
- UM SPECIALIST CENTRE SDN. BHD.
- VISION ONE DIVERSIFIED SDN. BHD.
- WATSON'S PERSONAL CARE STORES SDN. BHD.
- ZALORA
- · ZECORUS SDN. BHD.
- ZURICH GENERAL INSURANCE MALAYSIA BERHAD

- · POLISEA SDN. BHD.
- POPULAR BOOKSTORE CO (M) SDN. BHD.
- POS MALAYSIA BERHAD
- PRASARANA MALAYSIA BERHAD
- PRIMADONA EVENTS CYBERJAYA
- PROGRESSIVE IMPACT CORROSION SDN. BHD.
- PRUDENTIAL ASSURANCE (M) BERHAD
- PUSAT DIALISIS AL-EHSAN (PULEH)
- PUSAT PERUBATAN INTAN SDN. BHD.
  PUSAT PERUBATAN NALURI SDN. BHD.
- SALUTICA ALLIED SOLUTIONS SDN. BHD.
- SARAWAK ENERGY BERHAD
- SETEL VENTURES SDN. BHD.
- SHOPEE MOBILE MALAYSIA SDN. BHD.
- SMALL MEDIUM ENTERPRISE DEVELOPMENT BANK MALAYSIA BERHAD
- SURUHANJAYA SYARIKAT MALAYSIA
- SWIFT LOGISTICS TA SDN. BHD.
- SYSTEMATIC AVIATION SERVICES SDN. BHD.
- TASCO BERHAD
- TEAMCOAT ENGINEERING SDN. BHD.



Jp-Close AND AND PERSONAL

**AUTHOR:** 

DR. MOHAMMAD
ZULFAKHAIRI MOKTHAR

## From Beauty Queen to Academic Pursuits

## The Story of Dato Dania



Dato' Wahadaniah Abdul Wahab, also known as Dato' Dania, is a Doctor of Philosophy (PhD) student at the Faculty of Business and Management (FBM), Universiti Teknologi MARA (UiTM). In addition to her academic pursuits, she holds the esteemed position of the Vice President of Government Relations at Limkokwing University. With extensive experience and high standards, she has held various roles at Limkokwing University, including Principal Lecturer, Executive Assistant to the President, and Vice President in different capacities.

Dato' Dania is recognized for her discipline and dedication to maintaining an organized work culture. She embodies a captivating blend of intelligence, warmth, grace, and allure, reminiscent of a genuine beauty queen. Unsurprisingly, she was crowned Mrs. Fabulous Malaysia 2019, showcasing her remarkable qualities.

With a grand vision of uplifting women to new heights, Dato' Dania has inspired fellow women striving for success. Despite the demands of her career, Dato' Dania seized every opportunity to pursue her studies for a Doctor of Philosophy (PhD) degree at FBM UiTM. At her age, she remains resolute in pursuing her education.

Reflecting on her journey toward obtaining a PhD, she expressed,

"I should have pursued my doctorate in 2006 when I was a part-time lecturer in the United Kingdom. However, due to some circumstances, I had to return to Malaysia and put my studies on hold. Presently, I am honored to be able to continue my studies at FBM, UiTM."

Dato' Dania responded when asked about her motivation to pursue further studies despite already having a successful career:

"This is my lifelong dream, and despite not being able to complete my study in the UK, I attempted to pursue it through long-distance learning, but unfortunately, I was unable to finish. However, this time, I am determined to challenge myself at UiTM. Now, I am ready to regain my confidence and prove to myself that I can succeed this time."

When inquired regarding her decision to choose FBM UiTM, Dato' Dania explained that her motivation was rooted in her aspiration to impact the Malay community positively. Additionally, she was influenced by a colleague's perspective that the success of a PhD largely depends on the quality of supervisors. This insight inspired Dato' Dania to seek a competent supervisor, leading her to Dr. Mohd Najib Md Saad. With his extensive industry experience, profound research knowledge, and business expertise, Dato' Dania discovered the ideal mentor for her studies. Moreover, her decision to join UiTM was influenced by her involvement in an empowering project as a woman. She takes great pride in witnessing and having the opportunity to meet the first female Vice Chancellor of UiTM.

"With 18 years of experience in private education, I strongly believe UiTM is an exceptional institution for undergraduate and postgraduate studies. Kudos to the Faculty, led by Dean Prof Dr Firdaus Abdullah, for their outstanding performance and commitment to student development. The Dean's industry experience elevated the university's status among renowned public institutions."

"Having leaders with industry backgrounds is crucial for ongoing success. The faculty's tireless efforts ensure students receive skills and knowledge to excel in their fields.

Congratulations on their exemplary performance and dedication, which positively impact students' careers."

"The progress made by the Faculty of Business and Management is inspiring. With their continued dedication, the university will flourish and produce exceptional graduates who contribute to the industry and nation. Congratulations to the Faculty and esteemed Dean for fostering excellence in education."

Dato' Dania is Malaysia's WORLDSTAR Goodwill Ambassador and will participate in the World Championship of Performing Arts (WCOPA) in Anaheim, California, from July 28th to August 6th, 2023.

When questioned about the delicate balance between her career, studies, and family, the woman hailing from Kuala Lumpur imparted,

"Being a devoted servant of Allah SWT, a single mother, a daughter, and a career-driven woman, I understand the paramount importance of upholding stringent time management and unwavering discipline. We mustn't squander a single minute of our life; it's crucial for women today to excel at multitasking. For instance, when I'm at work, my undivided attention and time are dedicated to resolving the company's administrative affairs and devising strategic plans. The same holds for my time at home. These two aspects of my life cannot be intermingled. My family holds paramount importance; numerous achievements would not have been possible without them."

"On this particular occasion, I want to express my heartfelt gratitude to the gracious Dr. Nur Zahidah Bahrudin and Dr. Nor Zawani Mamat@lbrahim for their extraordinary kindness and support during the interview. Their exceptional guidance and expertise have been invaluable to me. Thanks to their unwavering encouragement, I am truly honored and privileged to have the opportunity to be highlighted in SOCENTIUM."

Thank you FBM!



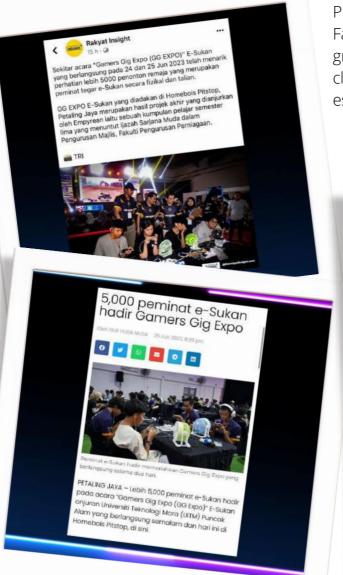
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**AUTHOR:** 

DR. MOHAMMAD
ZULFAKHAIRI MOKTHAR

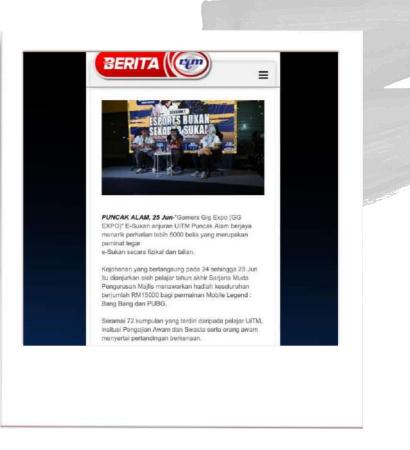
#### **GAMERS GIG EXPO**





Congratulations to the group of fifth-semester students from Bachelor's Degree in Event Management, Faculty of Business and Management (FBM), under the guidance of Dr. Masrur Mohd Khir and Ms. Azzura Nordin, for their successful organization of the "Gamers Gig Expo (GG EXPO)" E-Sports event held on June 24th and 25th, 2023, at Homebois Pitstop, Petaling Jaya.

Furthermore, the presence of the Honorable Adam Adli, Deputy Minister of Youth and Sports, and Professor Dr. Firdaus Abdullah, the Dean of the Faculty of Management and Business, added to the grandeur of this event. YB Adam Adli officiated the closing ceremony on June 25th, 2023, witnessed by esteemed guests.









# FIGURE ACCEPTANCE OF THE PROPERTY OF THE PROPE

Muhammad Hafizi Zamri & Dr. Mohd. Hafiz Zulfakar 'Intern: Elaun lebih bernilai daripada pengalaman?'



'Bursa may see brief rebound'



Dr. Mohd Hafiz Zulfakar 'Jangan abai, lupa jasa pensyarah'









### **FBM ON THE NEWS**



Prof. Dr. Abdul Kadir Othman 'Is Chatgpt a boon or bane?'

### **FBM ON THE NEWS**

Ketika dirupungi si*inar Harian* pada Isriin. Sementara itu, Pensyarah Kanan Sementara itu, Pensyarah Kanan Fakulti Pengurusan dan Perniagaan (Sumber Manusia) Universiti Teknologi

Dr. Muhammad Aiman Arifin 'Elaun latihan industri wajar disemak semula'



Dr. Hajjah Leylawati Joremi 'Kejatuhan ringgit bersifat sementara, rakyat berperanan sokong polisi kerajaan'

### **FBM ON THE NEWS**



Dr. Mohd Hafiz Zulfakar 'Jangan sisih peranan, jasa pensyarah ketika sambut hari guru'







### **FBM ON THE NEWS**



Dr. Mohamad Idham Md Razak 'Economists: Ringgit may weaken further in Q3'

# **FBM ON THE NEWS**

Merakyatkan Malaysia MADANI melalui Kitaran Pengurusan Nilai



Dr. Irwan Ibrahim & Afizan Amer

'Merakyatkan Malaysia Madani melalui Kitaran Pengurusan Nilai'

## **FBM ON THE NEWS**



**Dr Mohd Rahim Khamis** 'Ukur baju di badan sendiri' anjur rumah terbuka





Dr. Hafiz Zulfakar 'Selesaikan dulu isu bas sekolah haram'



Dr. Mohd Hafiz Zulfakar 'Radio terus relevan salur maklumat seiring pembangunan teknologi'



UiTM dan MBSB Bank Berhad jalin kerjasama dalam memperkasakan pendidikan kewangan



Dr. Azreen Roslan 'Kelangsungan hidup lebih bermakna'



Encik Adi Faizal Ahmad Tarmizi, alumni Fakulti Pengurusan dan Perniagaan, dilantik sebagai Timbalan Yang Dipertua Majlis Perbandaran Selayang (MPS).







### **FBM ON THE NEWS**



En. Muhammad Hafizi Zamri & Dr. Hafiz Zulfakar 'Perwakilan pelajar perkukuh kualiti pendidikan tinggi'



**Tourism Mobilegrafy at Tasik Bera Resort** 



Universiti Teknologi MARA (UiTM) officially launches the International Certificate in Halal Supply Chain (Level 3) accredited by the **Chartered Institute of Logistics and Transport** (CILT) International, UK



Puan Marhani Mohamed Anuar & Dr. Hafiz Zulfakar 'Hapus diskriminasi, stigma OKU hanya jadi beban majikan'





Dr. Hafiz Zulfakar 'Mentaliti silo ancam Malaysia Madani'



**Aidilfitri'** 

# FBM STAFF ON TELEVISION



Pn. Zuraidah Ismail 'Bual Bicara Biz Malaysia Sinar Baharu Pekerja GIG'



Dr. Hajjah Leylawati Joremi "Komentar@SPM 'Nilai Ringgit dan Kos Sara Hidup'





Prof.Madya Dr Amirul Afif Muhamat Astro Awani 'Memperkukuh Ekonomi Hijau Menerusi Bajet 2023.'

# FBM STAFF ON TELEVISION



Datin Dr. Zahariah Sahudin 'Bual Bicara Belanjawan 2023 Malaysia Madani'



Dr. Nur Azirah Zahida Mohamad Azhar 'Bual Bicara Biz Malaysia Realiti Inflasi'



Dr. Azhan Rashid Senawi "Bual Bicara Biz Malaysia Dos Penggalak Simpanan"



Dr. Mohammad Zulfakhairi Mokthar featured in Berita RTM for speaking on the topic of opportunities being created in the digital economy sector as a result of joint ventures between Malaysia and Thailand



esearch

- STATISTICS
- PUBLICATIONS

**AUTHOR:** 

DR. NURHUDA NIZAR



# STATISTICS

# First Half of 2023

















# RESERRCH & PUBLICATIONS

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
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
How Do Locus of Control Influence Business and Personal Success? The Mediating Effects of Entrepreneurial Competency	MUHAMMAD ISKANDAR BIN HAMZAH	https://www.frontiersin. org/articles/10.3389/fps yg.2022.958911/full
Linking Factors Leading To Retail Hypermarket Warehouse Operations Performance In Malaysia	VEERA PANDIYAN A/L KALIANI SUNDRAM	https://www.smartjourn albms.org/journal/vol- 19-1/Linking-Factors- Leading-to-Retail- Hypermarket- Warehouse-Operations- Performance-in- Malaysia.html
The Moderating Influence of Brand Image on Consumers Adoption of QR- Code E-Wallets	MUHAMMAD ISKANDAR BIN HAMZAH	https://www.sciencedire ct.com/science/article/ abs/pii/S096969892300 0735
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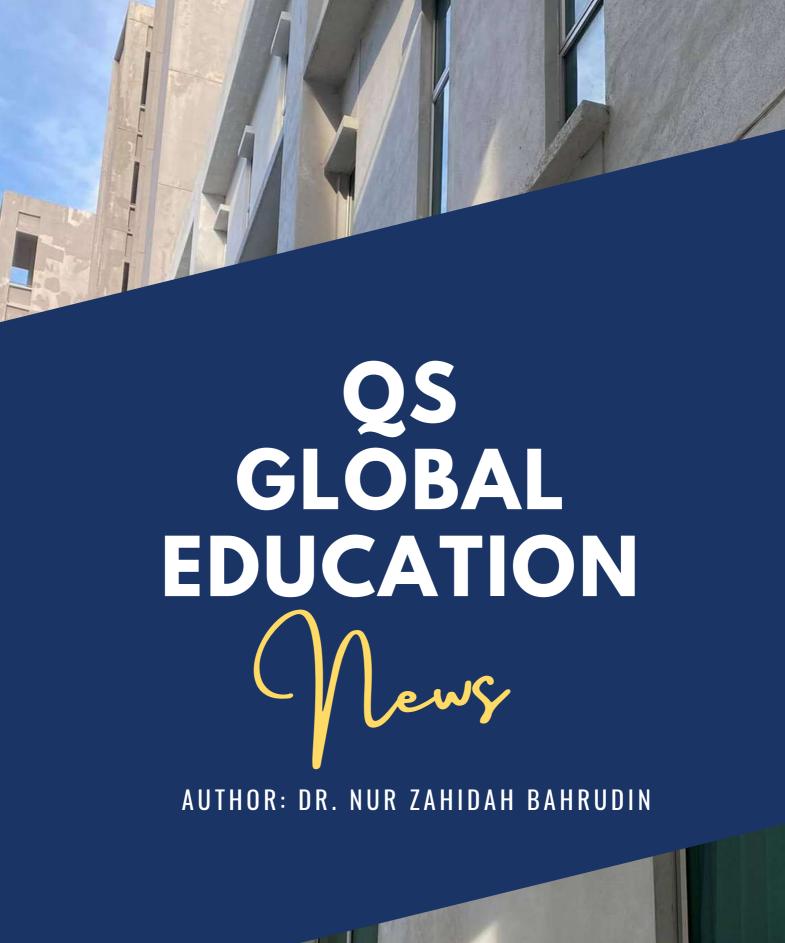


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# AIMS Exchange Program at Kangwon National University, Seoul

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# UiTM NEWSHUB

**AUTHOR: DR. NUR ZAHIDAH BAHRUDIN** 





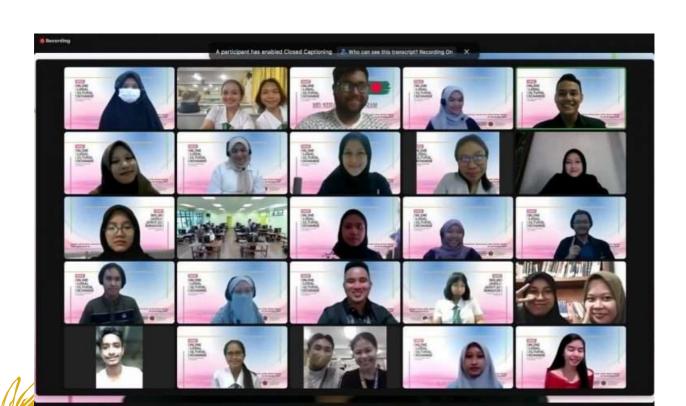
UiTM Sealed MoUs and MoAs with Skyline
University, EUMMAS, and
City University Ajman in
Dubai







FBM, UiTM students joined The Online Global Cultural Exchange (OGCE): Preserving Cultural Identities in The Global Era @ Universitas Islam Sultan Agung (UNISSULA), Indonesia





# FBM Students Win Awards at the International Project Logistics Competition at Raffles University









Advancing Educational Excellence: International Conference on Quality Education in Collaboration with AAPBS and UiTM







FBM, UiTM won three
University Awards at
Consultancy Annual
Awards 2022 Ceremony

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"National SULAM:
Golden Rules,"
Mengaplikasikan
Konsep "Universiti
Untuk Masyarakat"





\*click on title for further reading



Faculty of Business and Management (FBM), UiTM successfully organised talk on "Pengurusan Harta Pusaka Islam"



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FBM x Maybank,
Puncak Alam, Selangor
(6 Jun 2023 – 9 Jun 2023)





\*click on title for further reading



Projek Sulam untuk kursus Personal Financial Planning (FIN533) di Madrasah Tahfiz Al Aziz, Kajang





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Explorace Financial Literacy - SULAM Group Project NBH4B









Perkampungan Ilmu Bersama SMK Puncak Alam, Merapatkan Hubungan UiTM Bersama Komuniti Setempat



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"Universiti Untuk Masyarakat" Bersama Yayasan Anak-Anak Yatim Wardatul Jannah







Seminar "Pengurusan Kewangan Diri" Bersama SMK Telok Gadong, Klang

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Perkampungan Ilmu Murid Sukses ke Puncak Alam

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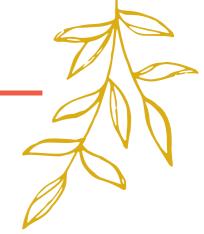
Kursus Pemantapan Kepimpinan Dan Pengurusan Organisasi FPP: Pemangkin Kepimpinan Mahasiswa

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Program Pemantapan Destini Siswa Fakulti Pengurusan dan Perniagaan Berjaya Merapatkan Hubungan Pelajar Baharu dengan Pengurusan Fakulti





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Program Jalinan Muhibah Fakulti Pengurusan Dan Perniagaan: Wacana Kepada Pemerkasaan Kepimpinan Mahasiswa





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Persima FPP 2023 Menjadi Wahana Perbincangan Pemimpin-Pemimpin Mahasiswa FPP









Jalinan Mesra Aidilfitri 2023 Merapatkan Ukhwah di Bahagian Hal Ehwal Pelajar FPP



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Iftar FPP Mengimarahkan Ramadhan di Kampus Puncak Alam

Program Sahur dan









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