

INSIDEahibs

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Azman Hashim International Business School (AHIBS), Universiti Teknologi Malaysia (UTM) is committed to the development of innovative and entrepreneurial leaders who contribute to the advancement of knowledge, societal wealth and well-being. AHIBS offers academic programs, executive education, research and consultancy services in business management.

Learning

AHIBS Digital Learning Lab



AHIBS has started a new webinar series, Digital Learning Lab (DLL), a platform for industry experts to share knowledge and trends on current digital initiatives with staff, students, and external audiences.

Three DLL webinars have been conducted so far. The first DLL, held on June 8th, 2021 featured Mr. Shamsul Faizal Ahim from Education Cisco Systems (M) Sdn. Bhd. to speak about IT Security in Business. The second DLL has brought in Mr. Manu Menon, digital transformation expert, from Cognitive Education Solutions, was conducted on June 15th, 2021 that explored a topic on Data Analytics for Effective Marketing Strategy. This was followed by a session with the founder of Powernode Solution Sdn. Bhd., Mr. Kamaruzaman Jahidin, who spoke about Super Smart Society: Are We Ready?, that was recently held on 27th July 2021.

DLL is led by the Information Systems (IS) Department at AHIBS. It houses experts in the field of Information Systems with vast experience in research, publications and consultancies with leading organisations. Some of its notable projects have been in the areas of artificial intelligence, digital entrepreneurship, IT project management, and digital halal industry. The department currently offers two postgraduate programs namely PhD in Information Systems, and Master of Science (Information Technology Entrepreneurship). The academic programs are carefully designed to meet industry demand. Since UTM Synergy initiative in 2017, the IS Department has injected valuable inputs to enhance AHIBS programs in relation to the 4IR era.

People

Assoc. Prof. Dr. Siti Rahmah Leads NAPREC Research on e-Decision Support System - Buying or Renting



Associate Professor Dr. Siti Rahmah has recently won a grant from the National Real Estate Research Coordinator (NAPREC) worth RM75,000 to develop a mobile application called the e-Decision Support System: Buying or Renting (e-DSSBR).

Buying a house is a major step in a person's life. Rising housing prices have affected the young generation in Malaysia who have just graduated, started employment, or earn a lower income. A decision to purchase a house involves consideration of a myriad of factors. The e-DSSBR application will help them in making a better decision on whether to buy or rent a house. The application will analyse related decision-making variables such as government policies, legislation, planning, implementation, needs, and affordability. The application will promote the right financial and social lifestyles amongst the youths.

The 10-month research is part of the RMK12 under the initiative of the National Institute of Valuation (INSPEN), Valuation and Property Management Department (JPPH). The research team consists of experts from AHIBS, the Faculty of Built Environment and Surveying, Faculty of Science, Faculty of Engineering, and industry partner - Virtual Space Centre.

Student & Alumni

Engineer and Founder of Autohaus KL Attributes His Entrepreneurship Success to AHIBS MBA



AHIBS alumnus (MBA 2015) Mr. Muhammad Eezam bin Masripan, CEO of Autohaus KL attributes his business endeavour to AHIBS MBA.

Eezam is an engineer by profession. Before joining AHIBS MBA, he described himself as a technical-oriented person. He remarked: "AHIBS MBA has changed my way and style of thinking... generally made myself more presentable in the management perspective, being more entrepreneurial and more well-rounded". The MBA had provided him with more career prospects and opportunities that allowed him to undertake advanced roles in project management.

Eezam established Autohaus KL in 2015, an automotive service and repair center, with strong collaborations with Liqui Moly, Petronas, Shell, Continental, Goodyear, and MARii. The chain now has 11 outlets in Kuala Lumpur and Selangor. The business plan for Autohaus KL was developed for his MBA dissertation, under the supervision of Assoc. Prof. Dr. Fauziah Sheikh Ahmad.

As experienced by many businesses, the pandemic has hit hard affecting Autohaus' sales. Eezam considers this difficult period that requires his business to adapt, innovate and re-strategize to sustain. He foresees a major change in consumer demand and spending behaviours, therefore, Autohaus needs to come up with innovative services and business processes to adjust according to the current situation. Nevertheless, once Malaysia can achieve herd immunity, he is optimistic that the economy will slowly recover under the right leadership and government initiatives.

Contributing his career position to AHIBS, he said: "MBA at AHIBS has not only improved me as a manager but made me more entrepreneurial. I am really blessed and grateful to have completed my MBA at UTM which has enhanced my career entirely". Other than MBA, Eezam has a degree in Engineering from Karlsruhe University of Applied Sciences, Germany, and is currently pursuing his Doctor of Business Administration. Before helming Autohaus, he worked with C-TEL Technologies Sdn. Bhd., and Consortium Telekom (M) Sdn. Bhd. He hopes to further mark his name within the automotive industry.

Event

Announcing New Dean of AHIBS



Dr. Rosmini Omar, an Associate Professor at AHIBS, has been selected as the new Dean to helm Azman Hashim International Business School (AHIBS) starting August 1st, 2021.

Dr. Rosmini joined AHIBS in 2007 (previously, the International Business School), and has served as the Deputy Dean of Research and Innovation across three terms. During her administrative tenure, she established the School's inaugural journal and other platforms that featured industry and academic experts.

Dr. Rosmini is a strong contributor particularly in consultancy and international grants to UTM. Her earlier projects have involved local and international clients from the public and private sectors. She later embarked on international grants, to date having led three Erasmus projects worth almost RM15 million comprising of consortium members from various countries.

With her leadership experience, scholarly work, and professional expertise, Dr. Rosmini is particularly well-positioned to lead AHIBS, including initiatives that unite researchers, students, community, and industry leaders to advance work that shapes business and society.

Dr. Rosmini succeeds the previous Dean, Professor Dr. Nur Naha Abu Mansor. Under Prof. Dr. Nur Naha's leadership, AHIBS has substantially increased its portfolio, setting the stage for the next phase in our evolution as a leading business school.



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