

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

Logistic Webinar Series for Students of Bachelor of Management (Technology)



Globalization escalates the need to have better logistics management when companies started import and export businesses. The IR4.0 further increases the demand for logistics with the e-commerce industry plays an important role in today's retail sector.

Blending theory and practice is a priority in AHIBS curriculum. Classroom-based learning is enhanced by incorporating talks by practitioners to share industry trends and practices. The practitioners' sharing session is an education strategy to promote university-industry collaboration.

Our Bachelor of Management (Technology) (i.e. MOT) students had this exposure recently after participating in AHIBS Logistics Webinar Series. The programme invited industry speakers from the Johor Port Authority, Royal Malaysian Customs Department, ABX Express (M) Sdn Bhd, and BMW Asia Technology Centre Sdn Bhd to discuss issues in the logistics sector.

According to the Programme Head, Dr. Siti Zaleha Omain, the webinars aim to expose students to key industry players, best practices, regulations, and challenges involved in managing the logistics sector. By bringing the practitioners into the online class, the students can learn from interesting industry cases despite being away from the campus.

The webinars were organized and hosted by MOT students and opened to the public through the Webex platform. These webinar series provide a platform for student-industry engagement through Q&A sessions.

People

AHIBS' Experts Entrusted for AI Roadmap and Talent Development in Malaysia



Two experts from AHIBS have been awarded grants to shape the artificial intelligence (AI) roadmap and IR4.0 talent development in the country.

Prof. Ts. Dr. Rose Alinda Alias, Head of AHIBS Information and Service Systems Innovation Research Group (ISSIRG) was awarded a RM400,000 research grant from the Ministry of Science, Technology, and Innovation (MOSTI) National Science and Research Council to formulate the National Artificial Intelligence (AI) Roadmap for Malaysia (2021-2025), which was recently completed and presented to MOSTI. The roadmap outlined six strategies and 22 strategic initiatives to develop an AI innovation ecosystem for AI-powered transformation that will expedite Malaysia in its goal to become a high-technology nation. The AI innovation ecosystem includes an AI innovation hub that leverages quadruple helix collaboration between academia, industry, government, and the public to expedite the implementation of national AI use cases that would place Malaysia on the global AI map.

Professor Rose, whose expertise is in Information Systems and Digital Transformation leads a multidisciplinary team of 20 UTM experts from five faculties in UTM: AHIBS, FE, FTIR, MJIT, and FSSH, in collaboration with two industry consultants from PIKOM, develop the National AI Roadmap. All activities were conducted virtually and fully online during the 6-month period as the project was carried out during phases of Malaysia's Movement Control Order (MCO) for the COVID-19 pandemic. The activities included a three-week nationwide survey, one virtual conference, four virtual focus group discussions, and ten syndications with industry. Progress of the project can be accessed at airmap.my.

Another AI industry grant worth RM600,000 has been awarded to AHIBS' senior lecturer, Dr. Sabrinah Adam, by HDA Future Tech Sdn. Bhd. Dr. Sabrinah will lead a team to develop digital talents to meet the demands of sharing economy. The one-year project involves collaborations of several academic and industrial partners including from UKM, UPM, UTHM, UTEM, UPM, UMK, HDA Future Tech Sdn. Bhd. and Johor Education Communities. Under the project, participants consisting of final year students, graduates, and alumni from public universities will go through industry-driven structured training programmes and gain professional certifications in AI. With the grant, Dr. Sabrinah hopes to improve the practical capabilities and employment competitiveness of the Malaysian workforce. The project is awarded as part of Johor IR 4.0 economic transformation to propel the state into the digital era. The first pilot webinar was recently held and had been successful in attracting interest from over 200 crowds from various Malaysian higher education institutions, and had received positive feedback from various sectors.

Student & Alumni

AHIBS Medical Frontliners – Heroes During the Pandemic



The alumni and students of the MBA (Healthcare Management) program are fronting workplace and social spheres to help Malaysia fighting the pandemic.

To date, the program has produced over 200 graduates consisting of medical practitioners in the healthcare sector serving in Malaysia and abroad. The MBA program equips them with business management competencies enabling them to assume more strategic positions in their workplace.

Some of them are now spearheading healthcare facilities, directly at the center of the pandemic. To mention a few here are - Dr. Faidzal Adlee Abdul Ghafar (Director of Kota Tinggi Hospital), Dr. Farique Rizal Abdul Hamid (Deputy Director of Kedah State Healthcare Department), Dr. Noorraudah Abd. Rahman (Director of Hospital Temenggong Seri Maharaja Tun Ibrahim, Kulai), Dr. Fathi Zaki Mohd Zakaria (Director of PKRC Pasir Gudang), Dr. Mohamad Faiz Maarof (Director of PKRC – Olive B, Hospital Permai), and Dr. Razmi Mohd Shah (Director of Hospital Medan, HSA Johor Bahru).

Dr. Malar Santhi Santherasegapan (MBA HCM, 2017) is another alumna who is creating impacts among the Malaysian public. Dr. Malar from the Columbia Asia Hospital, Cheras has 12 years of experience as a medical doctor and 9 years as an emergency medical officer. She is popular as a social media health influencer sharing issues related to COVID19, vaccines, women empowerment, health and wellness, cancer awareness, mental health, and chronic diseases. Her social media platform called 'Celoteh Dr. Malar' has garnered 150 thousand followers, and her digital contents have been extensively viewed and shared by the Malaysian public. Her present focus is on correcting public perceptions to encourage them to get vaccinated. Her ability to simplify medical jargon using daily, straightforward language in a laidback sharing session is one of the reasons for her popularity as an influencer. Dr. Malar has been invited as a guest speaker at various events including from mainstream media such as Bernama and TV3.

They have our prayers and supports for their selfless dedication to make Malaysia safe during this difficult time.

