



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Azman Hashim
International Business School

INSIDE *ahibs*

The Official Newsletter of
Azman Hashim International Business School,
Universiti Teknologi Malaysia

November 2021



Growing Responsible Talents

LEARNING

Ethics and integrity are key agendas in business and management education. AHIBS is committed towards this cause. One of its most distinct efforts has been on the curriculum.

Some of AHIBS' courses have been specifically designed to develop students' moral values through problem-based learning projects that also link AHIBS with a multitude of external partners.

Under the MBA program, AHIBS offers the Business Ethics, Responsibility, and Sustainability course. It was introduced in 2013 at the height of global criticisms towards the traditional MBA framework, accused of being bias towards shareholders' and profit-maximisation interests. The course requires students to initiate projects that can promote responsible business practices and build their ethical values. One of the recent projects (under Assoc. Prof. Dr. Rohaida Basiruddin) was conducted by MBA students who are also medical doctors in the Johor state. The project facilitated fund collection and volunteers for the preparation of personal protective equipment (PPE) for health practitioners.



Under the Social Entrepreneurship, a university general elective course, AHIBS students are exposed to the values of social entrepreneurship in solving modern-world problems. In a recent project, the students collaborated with a local company, Al-Afasy Berkat Resources Sdn. Bhd., to provide digital business and marketing knowledge to dropship agents from the lower-income group. The project adopted the 5 MaGIC's Impact Pillars to promote community livelihood and economic resilience. Led by Dr. Zuraidah Sulaiman, the project has since captured the University's attention to be elevated further with a dedicated grant to benefit a bigger audience.

Then Business Ethics and Corporate Governance course, offered under the AHIBS Bachelor of Accounting, requires students to spread the importance of business ethics to entrepreneurs. The course recently held a social responsibility project involving 25 SMEs entrepreneurs. The students played advocacy roles to educate the business owners regarding ethical principles, dilemmas, good practices, and business challenges caused by the pandemic. The project was conducted under Assoc. Prof. Dr. Maisarah Mohamed Saat, as the course instructor. Based on pre and post-programme assessment, the team received positive feedback from the SMEs regarding their ethical awareness.



AHIBS' DBA programme incorporates a course called Doctoral Seminar in Exploring Opportunities for Social Responsibility and Sustainability. The course trains students to evaluate the roles of businesses, governments, and societies in responding to the 3Ps (profit, people, and planet) challenges. As part of the assessment, students have to organise programmes that can influence responsible business practices.

In the past, DBA students have held an autism awareness campaign for the public and employers to promote empathy towards parents (employees) with such children. Indirectly, the program hoped to educate employers regarding the values of people with autisms as potential human capital. The project, led by Assoc. Prof. Dr. Rossilah Jamil, partnered with external organisations including the KPJ Hospital Muar and the National Autism Society of Malaysia.



These are only some of the examples. Many more efforts are embedded within the School's practices to support the cause. These curriculum elements are important to develop responsible AHIBS graduates who can then positively impact the business and social arenas.

PEOPLE



Dr. Iskandar Ilyas Awarded Grant to Boost Graduate Employment

Congratulations to Dr. Mohd Iskandar Ilyas Tan for his recent project award, KPT-CAP@STATE. The grant is provided under the initiative of the Malaysia Ministry of Higher Education under the Career Advancement Programme, in which the fund is channeled through the state of Johor.

KPT-CAP is the government's approach to address the issue of graduate employability and unemployment due to the Covid-19 pandemic. Malaysian unemployed graduates, in public and private universities, have the opportunities to enroll in upskilling and reskilling training programmes and once completed, will be assured with jobs between 6 to 12 months and with a guaranteed salary.

With the grant worths over RM2.6 million, Dr. Iskandar will conduct training programmes on Food Service Management, Barista, and Professional Halal to applicants in the Johor state who will be employed by McDonald's Malaysia as Management or Executive trainees.

The training programmes will be offered under Holistics Lab Sdn Bhd, a UTM spin-off company.

Program Penjana KPT-CAP

Tempat adalah Terhad!

Siapa Patut Sertai?

- Graduan Sarjana Muda/Diploma daripada IPTA/Politeknik/Kolej Komuniti
- Belum bekerja
- Bermastautin di Johor

Bila?
Bermula Januari 2022 sehingga Mac 2022

Di mana?
Platform "Online" & fizikal

Kenapa Anda Patut Sertai?

- Memperoleh Sijil Professional Halal Eksekutif secara percuma
- Peluang pekerjaan ditawarkan selepas tamat kursus
- Yuran penyertaan ditanggung sepenuhnya oleh KPT

Kursus bernilai RM 5000+ secara percuma!

Latihan selama 8-15 bulan bersama Mcd

Sebarang pertanyaan:
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Tarikh tutup pendaftaran
20 Januari 2022

Pendaftaran
<https://forms.gle/S4122jy9ykyk64w5>
atau
Scan QR Code

<https://holisticslab.my/> | Holistics Lab Sdn Bhd



Elevating Malaysia's Tourism to Global Standards

AHIBS' researchers, led by Dr. Zuraidah Sulaiman, have been appointed by the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) as the project consultants to boost the country's tourism industry. The team is tasked to revisit the Malaysia Tourism Quality Assurance (MyTQA) instrument, developed in 2014, to improve tourism services in line with the United Nations Sustainable Development Goals (UN SDGs). The project involves performing a quality audit on selected tourist attractions across Malaysia, redesigning the MyTQA instrument, assessment protocols, and service development to come up with MyTQA version 2.0.



Dr. Zuraidah said that the project has begun with virtual discussions since April 2021. Now as the pandemic restriction eases, the team has finally managed to conduct field visits in Langkawi Island, Malaysia's premier tourist destination. Several high-impact discussions with tourism stakeholders have been conducted including a workshop with 30 officers from MOTAC, Tourism Malaysia, local industries, product owners, tourist guides, and the Malaysian Fire and Rescue Department.

The new version of MyTQA 2.0 consists of seven tourism categories, namely the Culture and Heritage Tourism, Nature, Adventure and Eco-Tourism, Man-Made Tourism, Sports Tourism, Shopping, Recreation, and Lifestyle Tourism, Marine and Aqua Tourism, as well as Meeting, Incentive, Conference and Exhibition Tourism (MICE).



In keeping with an increasing emphasis on digitalisation and sustainability, the new instrument will assess industry players on their Marketing and Promotion, Appearance and Experience, Facility, Staff and Business Operator, Safety Practices, and Sustainability Practices.



MyTQA 2.0 has been successfully piloted in Langkawi. The next pilot will take place at Sunway Big Box Retail Park, Selangor, and R&F Permaisuri Zarith Sofiah Opera House, Johor.

MyTQA 2.0 will serve as a benchmark for the sustainable growth of Malaysia's tourism industry, in line with MOTAC's goals.



Dr. Zuraidah is assisted by Assoc. Prof. Ts. Dr. Norhayati Zakuan, Dr. Adaviah Mas'od, Ms. Nadhrah Manas, and Hanis Syuhada Ahmad Sugiran as project members. More collaborative projects are in the pipeline with MOTAC and other tourism players that include Train-the-Trainers sessions for staff.



Dr. John Primus' Quest for the Trifecta in Healthcare Administration

ALUMNI & STUDENTS

Meet our current student, Dr. John Primus, a 37-year old talented and self-driven medical director who is now on his third Master's degree at AHIBS. Dr. Primus has been in the public healthcare field for the last 10 years and currently serves as the Director of Hospital Kota Belud. He has earlier worked as the medical officer at the Emergency and Trauma Department, Hospital Wanita Kanak-Kanak Likas before moving to the Sabah State Health Department.

Dr. Primus holds a Master in Hospital Administration from the University of The Philippines, and a Master of Public Health (Universiti Malaysia Sabah). These two Master's programmes are the traditional must-haves for a respectable career in hospital administration. He is now pursuing MBA (concentration in Healthcare Management) at AHIBS through the online-distance learning mode.

So we asked him - why still need an MBA, and specifically AHIBS MBA? Dr. Primus reminisced his encounter with an AHIBS alumnus, Dr. Paul Chan, who was the Deputy Director of Hospital Duchess of Kent, Sandakan back in 2013. He recalled that Dr. Chan was exceptionally competent in presenting himself with innovative ideas, project management skills, managing human resources, strategic thinking, and business communication. He later discovered that Dr. Chan has AHIBS MBA.

Dr. Primus believes that MBA is important to inject business perspectives into healthcare management, something that clinical background cannot provide. With MBA, administrators can better understand and leverage the relationships among healthcare stakeholders to turn them into a financially and socially-responsible ecosystem. The knowledge and skills gained from an MBA programme are valuable that will set doctors with MBA above the typical hospital administrators.



Assuming the hospital director position has been a steep learning curve. Kota Belud Hospital has 172 beds and 458 staff. The pandemic has further built his leadership and resilience. Dr. Primus also manages the largest Quarantine Centre for Low Risk of Covid-19 patients in Sabah, with a capacity of 600 houses / 3200 beds (i.e. Pusat Kuarantin dan Rawatan Covid-19 Ulu Pirasan, Kota Belud). These challenges have been made easier with the exposure he received from his Master's programmes including the MBA.

Dr. Primus seems unstoppable when it comes to professional development. He aims to lead a major specialist hospital in Sabah, which is another challenging and different ball game within the public healthcare management. He also plans to undertake a Master of Medical Law and Ethics as he foresees an increasing significance of the medicolegal area in the healthcare industry. Effective healthcare management is one of the most challenging and rapidly changing industries. Dr. John is making sure he is well-prepared to face this new dawn.

Once completed his MBA, Dr. Primus will be the first and youngest person in healthcare services to have triple-feat Master's degrees essential in healthcare administration.

Dean Rosmini's Visit to UBT Jeddah

The Vice-Chancellor of Universiti Teknologi Malaysia (UTM), Prof. Datuk Ts. Dr. Ahmad Fauzi bin Ismail and Prof. Dr. Rosli Md Illias (Deputy Vice Chancellor - Research and Innovation) received a special invitation for a working visit to Saudi Arabia to enhance strategic cooperation and the exchange of scientific experience with University of Business and Technology (UBT), Jeddah, Saudi Arabia from 31st October until 10th November 2021.

Dean Rosmini Omar and Dr. Haliyana Khalid accompanied the delegates. They delivered talks on research and academic branding. The visit was a special invitation by the Hon. Chairman of UBT, Dr. Abdullah Dahlan, to improve strategic collaboration in research and academics between the two universities.

AHIBS has a standing MoU with UBT and has previously seconded its lecturer, Assoc. Prof. Dr. Suzilawati Kamaruddin to teach at UBT. The team is also involved in remote supervision for PhD study of UBT's lecturers.



EVENT



AHIBS Received Visit from Tan Sri Azman Hj. Mokhtar

Tan Sri Azman Hj. Mokhtar, Chairperson of UTM Board of Director, visited AHIBS on November 25th, 2021 as part of his official visit to UTM Kuala Lumpur. Tan Sri Azman was appointed in April as the new Chairperson. Dean Rosmini greeted him by delivering a presentation to introduce the School, its progress and challenges.

Tan Sri Azman shared his insights about the roles of business, and that AHIBS should focus on stakeholder-based capitalism to promote sustainability, inclusivity, and societal wealth.

Tan Sri Azman is a well-known corporate figure and has held several strategic posts in Malaysia's top companies including as the Managing Director for Khazanah Nasional Berhad.

The Dean, accompanied by AHIBS' executive members, showed Tan Sri Azman the School's facilities including the newly-set AHIBS Incubator Lab and Azman Hashim Bonding Space at Level 9. AHIBS is looking forward to learn more from Tan Sri Azman's vast experience in the business world.





EVENT

Digital Business Talkfest Gathered Gig Platforms at AHIBS

AHIBS with the Malaysia Digital Economy Corporation (MDEC) recently co-organised the Gig Business Talkfest on 28th October 2021 involving platform industries in Malaysia. The programme focused on three selected sectors in the sharing economy, i.e. logistics and delivery, personal helper, and on-demand workforce, which are also the biggest local gig sectors. Founders and top management from sixteen local 'platforms' attended the event representing Akla, Dego, Dropt, Fasttrens, GetRunner, Halo, Hyred, Matdespatch, OdaMakan, PosRider, SELDEC, TheLorry, Troopers, ZeptoExpress, GoLog, and DD Express.

The Director of Sharing Economy Development Department from MDEC, Mr. Mohd Redzuan Affandi Abdul Rahim, and Dean of AHIBS, Assoc. Prof. Dr. Rosmini Omar, gave their welcoming remarks. The programme is part of MDEC's initiative, under the 12th Malaysian Plan, to increase the competitiveness of local platform players comparable to global standards while considering local needs and scenarios. The Talkfest adopted focus group discussion using the Design Thinking and open discussion approaches. The participants provided inputs regarding the feasibility of platform assessments, performance attributes, mechanism, challenges, and supports required to assist platform growth from business and technological perspectives.

The programme is one of the activities under a four-month consultancy project led by Assoc. Prof. Dr. Rossilah Jamil to develop a proof-of-concept for the first platform assessment programme in Malaysia. The other project members consist of multi-disciplinary researchers from economics, accounting, management, entrepreneurship, and information systems, i.e. Assoc. Prof. Dr. Rohaida Basiruddin, Assoc. Prof. Dr. Nomahaza Mahadi (both from AHIBS UTM), Ts. Dr. Puteri Nor Ellyza Nohuddin, Dr. Hanif Baharin (both from Institute of IR4.0, UKM), and Assoc. Prof. Dr. Zukarnain Zakaria (IMU). The team won the project bidding against other public and private competitors. The team has also been awarded a separate research grant to specifically explore gig labor issues and rights to propose a human resource framework suitable for the platform industry.





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