



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

Azman Hashim  
International Business School

# INSIDEahibs

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

December 2021



# AHIBS Bags Eleven Medals in NALI 2021

Eleven projects from AHIBS are amongst the recipients of the NALI 2021 Exhibition and Competition. The judging criteria include idea novelty, creativity, innovativeness, applicability to NALI's philosophy, impact, presentation, and write-up. NALI (i.e. New Academia Learning Innovation) 2021 is an annual celebration of innovative teaching and learning practices in higher education, led by UTMLead and co-organised by external partners.

The projects consist of innovative teaching and learning approaches implemented at AHIBS undergraduate and postgraduate academic programmes. Congratulations to all the winners.

## Gold Medal:

- Undergraduate Pitch For Funding: Driving a Sustainable University-Industry Collaboration (Dr. Logaiswari Indiran & team)
- Enhancing Graduate Employability through Structured Webinar Series During Covid-19 Pandemic (Dr. Azmirul Ashaari & team)
- LeadCamp - Experiential Learning Framework for Leadership Development (Assoc. Prof. Dr. Rossilah Jamil)

## Silver Medal:

- A Life Ready Tradition (Dr. Thoo Ai Chin & team).
- Enculturation UTM ISES Using Gamification (Dr. Thoo Ai Chin & team)
- "Environment" Virtual Run to Educate Sustainable Development Goals and Commit Zero Waste Practices (Dr. Thoo Ai Chin & team).

## Bronze Medal:

- Active Learning Through Online Approach For Business Accounting (Lt. Col. Assoc. Prof. Dr. Mohd Noor Azli Hj. Ali Khan & team)
- Enhancing Students' Communication Skills Through Collaborative Learning in Webinar Program Development (Dr. Teh Zahara Yaacob & team)
- Problem-Based Learning Using Forum Discussion in E-Learning (Dr. Siti Suraya Abd Razak & team).
- Commercializing Disruptive Innovation in Teaching and Learning: Home-Based Retailer Project (Dr. Normal Mat Jusoh).
- Deep Approach To Learning As Mediator Between Experiential Learning and Student Perceived Learning in Business Simulation Activity (Dr. Zulkifli Khair & Dr. Md Shah)

# LEARNING

# Gold Medals



## **Project: Undergraduate Pitch For Funding: Driving a Sustainable University-Industry Collaboration**

Inventors: Dr. Logaiswari Indiran, AP Dr. Noriza Mohd Jamal, AP Dr. Norhayati Zakuan, Dr. Umar Haiyat Abdul Kohar, Dr. Mazilah Abdullah, and Dr. Ma Khalthum Ishak.

Undergraduate Pitch for Funding (UGPFF) is a unique opportunity that allows all Final Year Project (FYP) students to pitch their research ideas to a panel of judges. The goal of UGPFF is to nurture Final Semester Project research proposals through a few stages; Stage 1: ideation and writing, Stage 2: review proposals, Stage 3: provide a platform to train the 'pitch' of research idea. The final goal of this program is Stage 4: pitch for fund, and Stage 5: conversion of proposal to publication of book chapters. The panel of evaluators for this program consists of Adjunct Professor, Industry Partner, and alumni AHIBS. Therefore, this program can expand AHIBS's professional and industry networks. At the end of the program, this program has not only drive to a sustainable University-Industry collaboration, but it has also developed innovative and creative AHIBS talents who are the future human capital in presenting ideas with high confidence.



## **Project: Enhancing Graduate Employability through Structured Webinar Series During Covid-19 Pandemic**

Inventors: Dr. Azmirul Ashaari, Dr. Mazilah Abdullah, Dr. Nursyazwani Mohd Fuzi, AP Dr. Noriza Mohd Jamal, and Nor Qamariah Othman

This study main objective is to profile the graduate employability status in AHIBS after three months of graduation and to identify their perceptions towards training needs. Questionnaires were distributed to AHIBS' Bachelor graduates. The study showed that after three months of graduation in 2020, 34.9% of graduates were employed. Through thematic analysis, the study identified their training needs classified into soft skills, computer skills, and course-specific-related skills. The findings from this study will become the foundation in designing a training structure for graduate employability.



## **Project: LeadCamp – Experiential Learning Framework for Leadership Development**

Inventor: AP Dr. Rossilah Jamil

Business school programmes are often subject to higher scrutiny due to their hegemonic status. Therefore, elements like business school's branding, programme innovativeness, and learners' satisfaction are central in their agenda. Literature acknowledges the challenge involved in developing leadership skills in a formal learning setting. This project, called LeadCamp Framework, was pursued to design a feasible leadership development model that fits an MBA programme. The Framework is informed by literature and best practices in leadership and management development. Its innovative features are four-fold. 1) Its Acquire-Develop-Assess-Reward (ADAR) activities involve formal and informal learning sessions, nestled in between pre and post leadership assessments that mimic organisational talent management process. Each activity allows participants to assume leader-member roles in team-based, highly interactive assignments. 2) Its theoretical-practical balance makes it possible to emulate a real work setting in a formal learning programme. 3) The experiential learning approach provides a unique branding important for a business school. 4) The Framework is the first within AHIBS' academic programs. The Framework is implemented as a value-added component to the common 3-credit hour of an MBA core course called 'Leading Talent in Organisation'. A pilot project has been successfully conducted on twenty medical officers who enrolled in MBA Healthcare Management, in collaboration with the Johor State Healthcare Department. The Framework contributes in providing guidelines on leadership development for growing talents.



## AHIBS ONLINE GLOBAL CLASSROOM 2021 (SERIES II)



**DR. MUHAMMAD ABDUL GHANI**  
UNIVERSITAS AL AZHAR INDONESIA  
JAKARTA, INDONESIA



**DR. FARAH AKMAR ANOR SALIM**  
AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL  
UNIVERSITI TEKNOLOGI MALAYSIA



**AKUAT SUPRIYANTO**  
UNIVERSITAS PADJADJARAN (UNPAD)  
BANDUNG, INDONESIA



**DR. RAZLI RAMLI**  
AZMAN HASHIM IBS  
UNIVERSITI TEKNOLOGI MALAYSIA



**AP. DR. ILSUR SALIKHOV**  
KAZAN FEDERAL UNIVERSITY  
RUSSIA



**MR. NORFADELIZAN ABDUL RAHMAN**  
MANAGING DIRECTOR/CEO  
TAJBANK NIGERIA



**AP. DR. ABDULLAH HASSAN GORONOUTSE**  
NIGERIAN POLICE ACADEMY  
NORTH-WEST OF NIGERIA



**DR. BENI WIDARMANTO YUS KELANA**  
AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL  
UNIVERSITI TEKNOLOGI MALAYSIA



**DR. LIM SANNY**  
BINUS UNIVERSITY  
JAKARTA INDONESIA



**DR. HJH NOOR MAYA HJ MD SALLEH**  
INSTITUT PERKHIDMATAN AWAM  
PRIME MINISTER'S OFFICE, BRUNEI



**AP. DR. ROSSILAH JAMIL**  
AZMAN HASHIM IBS  
UNIVERSITI TEKNOLOGI MALAYSIA



**PROF. AMINU MAMMAN**  
THE UNIVERSITY OF MANCHESTER  
UNITED KINGDOM



**DR. MAS WAHYU WIBOWO**  
UNIVERSITAS MERCU BUANA  
JAKARTA BARAT, INDONESIA



**AP. DR. FAUZIAH SH AHMAD**  
AZMAN HASHIM IBS  
UNIVERSITI TEKNOLOGI MALAYSIA



**DR. KHOLOD KHALID AGGAD**  
UNIVERSITY OF BUSINESS & TECHNOLOGY  
JEDDAH, SAUDI ARABIA



**DR. KATARZYNA KAMINSKA**  
SGH WARSAW SCHOOL OF ECONOMICS  
POLAND



**DR. NUR AZAM ANUARUL PERAI**  
AZMAN HASHIM IBS  
UNIVERSITI TEKNOLOGI MALAYSIA



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Azman Hashim  
International Business School

### COLLABORATORS



AHIBS draws the 2021 curtains by completing the second series of AHIBS Online Global Classrooms (OGC). OGC Series II (2nd half 2021) have focused on the MBA program. In the first half of 2021, the OGC programs targeted undergraduate classes. Within the OGC framework, internal academic talents at AHIBS are partnered with speakers from foreign institutions to share knowledge and issues regarding their disciplines with their students.

The OGC initiative has been conducted since 2020 and has become an innovative feature of AHIBS' curriculum. It is designed to encourage virtual student mobility in the pandemic era, and enhance teaching and learning through global knowledge sharing. The programme has also provided experience for lecturers to serve as international speakers, and created a networking platform for further cross-country collaborations.

### OGC Statistics 2021

|      |              |
|------|--------------|
| 10   | webinars     |
| 32   | speakers     |
| 20   | hours        |
| 22   | institutions |
| 12   | countries    |
| 1457 | participants |



## AHIBS ONLINE GLOBAL CLASSROOM

### SHARIAH GOVERNANCE IN MALAYSIA, RUSSIA AND NIGERIA



**DR. RAZLI RAMLI**  
AZMAN HASHIM IBS  
UNIVERSITI TEKNOLOGI MALAYSIA  
SHARIAH GOVERNANCE  
IN MALAYSIA



**AP. DR. ILSUR SALIKHOV**  
KAZAN FEDERAL UNIVERSITY  
RUSSIA  
SHARIAH GOVERNANCE  
IN RUSSIA



**MR. NORFADELIZAN ABDUL RAHMAN**  
MANAGING DIRECTOR/CEO  
TAJBANK NIGERIA  
SHARIAH GOVERNANCE  
IN NIGERIA

18 Dec 2021 2 pm [ahibs.utm.my/go/8qd](https://ahibs.utm.my/go/8qd)



## AHIBS ONLINE GLOBAL CLASSROOM

### DEVELOPING HUMAN CAPITAL - CROSS COUNTRY CASES



**DR. HJH NOOR MAYA HJ MD SALLEH**  
INSTITUT PERKHIDMATAN AWAM  
PRIME MINISTER'S OFFICE, BRUNEI  
DEVELOPING HUMAN CAPITAL:  
BRUNEI CASE  
11 am - 12 pm



**AP DR. ROSSILAH JAMIL**  
AZMAN HASHIM IBS  
UNIVERSITI TEKNOLOGI MALAYSIA  
TALENT DEVELOPMENT  
IN MALAYSIA



**PROF. AMINU MAMMAN**  
THE UNIVERSITY OF MANCHESTER  
UNITED KINGDOM  
HUMAN CAPITAL DEVELOPMENT -  
AFRICAN PERSPECTIVE  
4:30 pm - 5:30 pm

[HTTPS://BIT.LY/3RWHPJM](https://bit.ly/3RWHPJM)

12 DEC 2021



## AHIBS ONLINE GLOBAL CLASSROOM

### *The impact of COVID-19 pandemic on the European economy:* EU RESPONSE TO THE CRISIS, ACTIONS TAKEN BY SELECTED EU COUNTRIES AND LONG-TERM PERSPECTIVES



**DR. KATARZYNA KAMINSKA**  
SGH WARSAW SCHOOL OF ECONOMICS  
POLAND



**DR. NUR AZAM ANUARUL PERAI**  
AZMAN HASHIM IBS  
UNIVERSITI TEKNOLOGI MALAYSIA

6 DEC 2021 5.00 PM - 6.30 PM

[ahibs.utm.my/go/uxf](https://ahibs.utm.my/go/uxf)



## AHIBS ONLINE GLOBAL CLASSROOM

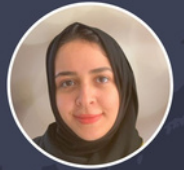
### MARKETING 4.0 IN MALAYSIA, SAUDI ARABIA AND INDONESIA



**DR. MAS WAHYU WIBOWO**  
UNIVERSITAS MERCU BUANA  
JAKARTA BARAT, INDONESIA



**AP. DR. FAUZIAH SH AHMAD**  
AZMAN HASHIM IBS  
UNIVERSITI TEKNOLOGI MALAYSIA



**DR. KHOLOD KHALID AGGAD**  
UNIVERSITY OF BUSINESS & TECHNOLOGY  
JEDDAH, SAUDI ARABIA

12 DEC 2021 2.30 PM - 4.30 PM

[ahibs.utm.my/go/63n](https://ahibs.utm.my/go/63n)



## AHIBS ONLINE GLOBAL CLASSROOM

### *The Impact of Covid-19 Crisis:* HOW ENTREPRENEUR CAN EMERGE STRONGER FROM THE PANDEMIC EXPERIENCE?



**DR. MUHAMMAD ABDUL GHANI**  
UNIVERSITAS AL AZHAR INDONESIA  
JAKARTA, INDONESIA



**DR. FARAH AKMAR ANOR SALIM**  
AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL  
UNIVERSITI TEKNOLOGI MALAYSIA



**AKUAT SUPRIYANTO**  
UNIVERSITAS PADJADJARAN (UNPAD)  
BANDUNG, INDONESIA

27 NOV 2021 2 PM - 4 PM

[ahibs.utm.my/go/xw2](https://ahibs.utm.my/go/xw2)



## AHIBS ONLINE GLOBAL CLASSROOM

### *Introduction to* MODERN QUANTITATIVE BUSINESS RESEARCH



**AP. DR. ABDULLAHI  
HASSAN GORONDUTSE**  
NIGERIAN POLICE ACADEMY  
NORTH-WEST OF NIGERIA



**DR. BENI WIDARMANTO YUS KELANA**  
AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL  
UNIVERSITI TEKNOLOGI MALAYSIA



**DR. LIM SANNY**  
BINUS UNIVERSITY  
JAKARTA INDONESIA

11 DEC 2021 4 PM - 5 PM

[ahibs.utm.my/go/2px](https://ahibs.utm.my/go/2px)





## LEARNING

# Undergraduates Pitch For Funding

AHIBS conducted the final round of Undergraduate Pitch for Funding (UGPFF) on 12th December 2021. The competition involved 114 final year students from the Bachelor of Management (Technology) and (Marketing) who presented their projects. Thirty of them reached the final round for pitching.

UGPFF brought together AHIBS' students and staff with corporate partners including AHIBS' adjunct professors, industry advisory panels (IAP), industry peers, and fellow academics. The panels provided valuable and constructive comments to elevate the students' proposals and research skills.

Six winners were selected and a 2-minute elevator pitch was conducted to choose the grand winner - The Best of the Best which goes to Jamy Ong Swee Ai. Jamy, supervised by Dr. Adaviah Masód, will conduct a project to investigate the application of SERVPERF model to evaluate customer satisfaction in the courier industry.

The UGPFF panels consisted of:

- Mr Aminuddin Zakaria, Chief Executive Officer, KKIP Aerospace Training Centre, Kota Kinabalu, Sabah.
- Captain Kannan Perumal, Pilot of Singapore Airlines
- Y.Bhg. Datuk Chandran Rama Muthy, Group Strategy Director, Lion Group
- Y.Bhg. Prof Dato. Sr. Dr. Haji Omar Haji Osman, Vice-Chancellor DRB-HICOM University of Automotive
- Mr. Alex Lee, Senior Director Global and Multinational Customer Group, DHL Express Malaysia
- Prof. Dr. Sofri Yahya, Professor of Accounting and Strategic Innovation Universiti Sains Malaysia
- Prof. Dato' Abdul Aziz Ab Latif, Former Professor DRB-HICOM University of Automotive Malaysia, Director of HAZ Knowledge Network



# AHIBS PITCH FOR FUNDING 2021

UGPFF

TOP WINNER OF

# AHIBS PITCH FOR FUNDING 2021

UGPFF



## BEST OF THE BEST

**JAMY ONG SWEI AI**



**NUR SYARAFANA SALIM**



**TEO KAR QING**



**IRVINAH FRANCIS**



**JAMY ONG SWEI AI**



**MUHAMMAD DANISH  
AIMAN MOHD KAMAL**



**WOON ZENG QUAN**





# PEOPLE

## Assoc. Prof. Dr. Farzana Quoquab - Championing Scholarly Publications

Introducing Dr. Farzana Quoquab, an Associate Professor in Marketing and one of the most prolific scholarly authors at AHIBS.

Dr. Farzana has produced many publications in the area. Her works have appeared in high-impact publications such as the Asia Pacific Journal of Marketing and Logistics (IF=2.511; Q2), Internet Research (IF=4.109; Q1), Employee Relations: The International Journal (IF=1.645; Q2), Journal of Fashion Marketing and Management (IF=3.329, Q3), and Journal of Product & Brand Management (IF=4.355, Q2). The total citation of her research articles is 1796 (H-index: 24) in Google Scholar and 576 (H-index: 14) in Scopus.

She has written 19 teaching cases which were published in the Emerald Emerging Markets Case Studies, Asian Case Research Journal and Asian Journal of Management Cases. She also authored and co-authored eight books which are published by reputed publishers like Emerald, Pearson Malaysia and IGI Global. Some of her notable books are Crafting Literature Review: A Guide for the Doctoral Students (Pearson), and Green Behavior and Corporate Social Responsibility in Asia (Emerald). She has developed several instruments to measure individual sustainable consumption behavior, pro-environmental purchasing behaviour in nutricosmetics products, and greenwashing in sustainable property.

She was recently awarded the 'Emerald Literati Award - Outstanding Reviewer', and was recognised as "One of the Most Prolific Contributors to Asia Pacific Journal of Marketing and Logistics between 1993 and 2019 (IF=2.511). Dr Farzana is one of the Associate Editors of the Emerald Emerging Market Case Studies, and the Case Studies in Business and Management. She has successfully served as a guest editor for the reputed journals like Young Consumers (Emerald) and Journal of Global Marketing (Routledge). She is also a member of Editorial Advisory/Review Board of several internationally reputed journals such as the Management Decision (Emerald), and the Journal of Global Marketing (Taylor & Francis). Currently she is serving as the Chief Editor or International Journal of Innovation and Business Strategies. She is often invited by other universities and private organizations to share her knowledge about case writing and literature crafting.

Dr. Farzana has graduated 10 doctoral students (both PhD and DBA) as a main supervisor and 10 PhD students as a co-supervisor. Two of her students received best student awards for the quality work they have produced.



# ALUMNI & STUDENTS



## 600 AHIBS Graduates Received Scrolls in UTM 64th Convocation

The Universiti Teknologi Malaysia recently held its 64th Convocation on 11th – 18th December 2021. The ceremony was finally held after being postponed three times due to the Covid-19 pandemic.

Under strict social distancing procedures, UTM celebrated over 8,500 graduates in which 629 are from AHIBS (i.e. 329 postgraduates and 300 undergraduates). AHIBS MBA is the biggest group with 222 graduates. Amongst these are medical officers and practitioners from the Melaka State Healthcare Department (JKNM) who completed their MBA with concentration in Healthcare Management. Several AHIBS undergraduates also received special awards for their outstanding achievements. Congratulations to all!





## Graduates of MBA (Healthcare Management)

*AHIBS is the best platform to develop future leaders. Thanks for the great experience and knowledge. Couldn't be more thankful*  
(Robin Tan Tiow Heng, Senior Principal Assistant Director Pharmacist, Melaka State Health Department)

*It was a great honor to have an opportunity to join and complete this MBA program. Earning an MBA provides me with a theoretical understanding of management principles as well as a deep understanding of the healthcare industry and develop skills in finance, leadership, project management, strategy and analytics. This was a hard journey on many levels, but many thanks goes out to my amazing cohort, caring faculty and incredibly supportive circle of coworkers, friends and family.*

(Dr Muhamad Shahrman Bin Muhamad Shari, Senior Principal Assistant Director, Quality Unit Medical Program, Melaka State Health Department)

*It has increased my knowledge about the healthcare management system and improved my skills in managing an organization – Pn. Raudiah Binti Rahmat, Diplomatic Administrative Officer, JKN Melaka.*

*I'm glad that I pursued my MBA in Healthcare Management. In a tough pandemic situation, healthcare sector needs strong leaders who can adapt. Time spent on learning and growing at AHIBS UTM has helped me to adapt and navigate my job as a hospital administrator.*  
(Dr. Shahrum Muzakir, Director of Hospital Jasin, Melaka)

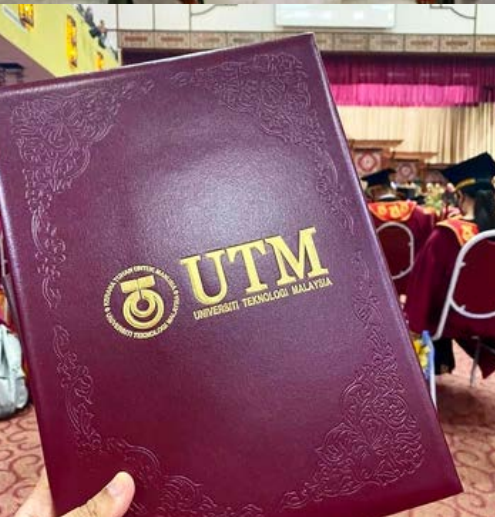
*...an eye-opening, mind bogging & heartwarming experience..*  
(Dr. Natalia Hanum Binti Hassim, Quality Unit, Hospital Melaka)

*The experienced gained during my journey has provided me with advantageous insight on the management of the organization.*  
(Dr. Zaleha Binti Md Noor, Director, Hospital Seremban, Negeri Sembilan)

*MBA definitely has boost my management skills and AHIBS put the cherry on the top by assimilating the healthcare industry into the modules. I am sure that with this MBA I will excel to become a much better leader and a good employer in the near future. Thank you AHIBS and UTM.*  
(Dr. Mitesh Chandrakant, Senior Principal Asst Director of Health, JKN Melaka).









# A Sweet Ending for KWAP Talents

## EVENT



Fourteen talents from the Kumpulan Wang Persaraan (i.e. Retirement Fund Group) (KWAP) recently graduated from the AHIBS-KWAP Upskilling Programme. This is the first cohort of such a programme that supports the life-learning education of non-executives by nurturing their talents and skills. The programme started in October 2020 until November 2021 involved five courses from AHIBS.

The graduation ceremony was held at KWAP on the 8th of December 2021, witnessed by the Vice President of Human Resources, Encik Hazri Zan Abu Kassim, and the Chief Executive Officer, Puan Nik Amlizan Mohamed, who both expressed satisfaction with the programme achievement.

The Deputy Dean Academic of AHIBS, Assoc. Prof. Dr. Fauziah Sheikh Ahmad, representing AHIBS, congratulated the talents and looked forward to more collaboration with the institution in the near future. The KWAP Upskilling Programme marked the first batch of the talent development programme between the two partners.

The KWAP programme is led by Assoc. Prof. Dr. Nazimah Hussin. AHIBS has been championing the corporate MBA and executive education framework with close collaborations with external clients such as the KPJ Group, Aeon (Jaya Jusco), McDonald's Malaysia, the Malaysian Communications and Multimedia Commission, and the Malaysian Armed Forces.





# EVENT

## Ushering A New Beginning

Hello AHIBS Partners, Students and Friends..

As we are approaching the conclusion year of 2021, I'm delighted to pen down a season's greetings on behalf of the entire AHIBS family.

We live in a VUCA world where there are a lot of uncertainties and challenges that require each one of us to be agile and strong.

At AHIBS, 2021 has been a year full of blessings with great achievements from our staff and students. Despite the many changes that had happened, they marched forward together to build the faculty into what it is now.

Away from the School, the world has seen many upheavals that have taught us valuable lessons. The fragilities and uncertainties provide us the meaning of perseverance, gratitude, and love.

Moving towards 2022, I wish everyone to have more empathy, embrace inclusivity, continue working together for common goals, and care for our personal well-being.

Happy holidays and happy new year!



Assoc. Prof. Dr. Rosmini Omar  
Dean AHIBS



The background of the entire page is composed of numerous thin, dark red lines that flow and curve across the space, creating a sense of movement and depth. These lines are more densely packed in some areas and more sparse in others, forming a complex, organic pattern.

# INSIDEahibs

Story & design by: Rossilah Jamil  
To be featured, please contact  
[rosillaheutm.my](mailto:rosillaheutm.my)