

Program Overview

International Keynote Speaker: Dr. Eng. Muhammad Makky

Director of Partnership and Innovation of Universitas Andalas, Indonesia

“World Class University 2023 Initiatives at Andalas University”

The speaker shared Andalas University milestone (2020 – 2044) on becoming an ***Outstanding and Dignified University***. The university currently stood at 1201+ World Ranking with low accreditation and less ready atmosphere with regards to research and innovation. Towards achieving its mission, the university has set long-term and enduring targets which include ranking among the top 400 QS world ranking, getting 50% international accreditation and playing a significant role in research and innovation. As such, it breaks the strategic plan into two phases (2020 to 2024; 2025 to 2044) outlined six pillars and three strategic plans namely strengthening education, curriculum improvement and intervening competitiveness graduate. Excellence in higher education research of a nation has become one of the important determinants of the fate of the nation. World class research is a key to increasing Global Competitiveness. To materialize the vision, 12 collaboration and investment opportunities were outlined and activated – welcome world class university; university consortium; online learning development; joint research and publication; students and staff exchange; curriculum development; sabbatical leave for professors; scholarship; micro credentials, short courses/training; joint research facility; training and industrial internship; and other academic activities.

PILLAR 1: Assistant Professor Dr. Romyen Kosaikanont

Center Director of SEAMEO RIHED, Thailand

“Futuristic Internationalisation Towards Sustainable Learning and Living”

Dr Romyen debated on the variation of education system in Southeast Asia Countries which require harmonization. Higher education needs coordination to allow the mobility or exchange among Southeast Asia students possible and meaningful. A pilot phase took place from the year 2009 to 2011 and followed by growth phase in the year 2012 to 2019. The initial plan takes off in 2009 participated by Malaysia, Indonesia and Thailand joined by 23 universities, involving 270 students from five disciplines – Agriculture, Food Science & Technology, Hospitality & Tourism, International Business and Language & Culture. Ten years later, the program participation increased to 9 countries, 82 universities and recorded more than 6,000 students and alumni showing demand and successful implementation of the program. The challenge towards more participation in the program are sum as 5Cs – Covid-19 pandemic, conflict, commercialization, climate change impact and crisis. As such, the speaker suggested transformation on the mobility initiative which highlighted on value of mobility and role of human being.

PILLAR 1: Assoc. Prof. Dr. Wan Liza Md Amin

Research Nexus UiTM (ReNeU)

“Researchers Global Publication Partnership Strategies 2023”

Dr Wan Liza presented four research strategies in empowering global researchers’ path and minds. The strategies – (1) to identify researcher and partner forte, (2) aligning researcher and partners institutions goals, (3) sequencing partners and research publication output, and (4) facilitation partnership instruments. Collaborations between companies and universities are critical drivers of the innovation economy. The instruments in capturing the partnership include Memorandum of Understanding (MoU), Clinical Trial Agreement, Collaboration Agreement, and International Collaboration Agreements.

PILLAR 1: Prof. Dato' Dr. Mohd Zaki Salleh

Director of Integrative Pharmacogenomics Institute (iPROMISE)

“iPROMISE: A Centre of Excellence Driving Precision Health and UiTM Towards the Globally Renowned University 2025.”

The speaker is currently the Director of iPROMISE and CEO of Zakesy Biotech Sdn Bhd. He talks on Human Genome Projects and their translation into services and commercialisation. The project aims to identify all the genes in the human DNA to improve diagnosis and detection of disease, creation, useage, and designing of drugs. The Human Genome Projects involve precision medicine and precision health. Precision Health is the integration of genomics and other precision medicine interventions within real-world practice which is crucial in building a healthy nation. Translating UiTM Human Genome Research Outputs into Services & Commercialisation focus on six branches – personal genome analysis, OMICS, computational and bioinformatics, clinical and pre-clinical studies, genomic analysis, and quantitative and qualitative mass spectrometry.

PILLAR 2: Prof. Dr. Wardah Tahir

Curriculum Affairs Unit, Office of the Deputy Vice Chancellor (Academic & International)

“Sustaining Quality Academic Programme for Globally Marketable Graduates”

In line with UiTM vision to become a globally renowned university (GRU), one of the initiatives is through University Rankings. The UiTM Academic Programme Competitiveness Index, IDSPA (Indeks Daya Saing Programme Akademik) is used as a tool to assess the competitiveness of 442 UiTM academic programmes. The result showed three primary indicators of the IDSPA analysis namely the programmes popularity, enrolment, and the graduate employability, The metrics indicate whether the programme remains in demand and that graduates can easily find employment. A framework model of integrated academic programme sustainability maintenance is presented to capture the key components in assuring an academic programmes quality and sustainability. The expected impacts are sustainable programme marketability, flexible and dynamic academic curriculum preparing for the 21st century skills which meets the standard of regulatory and professional bodies (national and international) and keeping pace with industry needs.

PILLAR 3: Mr. Mohamed Izzat Bin Mohamed Khalil

Research Communication & Visibility Unit, Office of the Deputy Vice Chancellor (Research & Innovation)

“The Impact of Social Media Engagement on Visibility: A Preliminary Observation in the Office of Deputy Vice Chancellor Research & Innovation UiTM”

Research and Innovation play a vital role in any HLI, including UiTM. The challenges the university faces include:

- gathering expertise from faculties onto collaborative and synergistic platforms within niche areas
- establishing joint research facilities with external parties
- expanding networking and collaboration with private, industrial, and international agencies

Social media usage was a significant platform for enhancing visibility and fostering research and Innovation within the academic community and students. The study has chosen to observe the analytic tools of TikTok, Instagram, Twitter, Facebook, and YouTube to uncover valuable insights related to content categories and patterns. The study's findings shed light on the diverse landscape of media platforms and the nuanced patterns of viewership and engagement they exhibit. It becomes evident that different platforms, such as Facebook and YouTube, have unique characteristics that attract distinct user demographics and foster specific types of interactions.

PILLAR 4: Prof. Dr. Drs. Wilson Bangun

Universitas Kristen Maranatha, Indonesia

“Talent Development at Higher Learning Institution”

Talent Management is a process to obtain, retain, and develop human resources who could work for the benefit of the organization. The speaker highlighted the talent development process in Indonesia with the usage of 9 box matrix of talent development. The nine aspects include job enrichment, on the job development, special assignment, mentorship, vestibule school, job rotation/transfer, action-based learning, literature study and cross training. Merdeka Belajar Kampus Merdeka (MBKM) is a program developed with the aim of encouraging students to master various sciences to prepare them to enter the world of work with two main items – freedom to learning and freedom campus. The MBKM bring with it eight learning activities – student exchange, apprenticeship, teaching assistant, research, humanitarian project, entrepreneurial activity, independent project and build a village.

PILLAR 4: Prof. Dr. Novizar Nazir (International)

Universitas Andalas, Indonesia

“The Role of Supporting Staff for Community Engagement Activities”

The speaker highlighted two important aspects – community engagement and its activity, role and type of supporting staff for community engagement activities. Community engagement is a process that involves building relationships and fostering active participation between individuals, groups, or organizations and their local community. Such engagement is vital for addressing local issues, promoting social cohesion, and creating positive change within a community. There are five methods of community engagement namely Inform, Consult, Involve, Collaborate and Empower. Supporting staff are valuable and crucial in the practical and logistical aspects of community engagement as they ensure smooth operation, organization, and success of the efforts. The specific types of supporting staff can vary depending on the scale, complexity, and goals of the community engagement program.

PILLAR 4: Mrs. Nurul Aida Binti Noor Azizi

Perpustakaan Tun Abdul Razak (PTAR), UiTM

“Unleashing Potential: The Talent Pool Management Practices of UiTM Library”

The speaker is the Head of the Talent Development Unit of PTAR, UiTM. The vision of the unit is towards librarians striving to become subject matter experts (SME) by 2025. There are three phases in becoming a subject matter expert – (1) promotion and attracting talents; (2) facilitating talent selection; and (3) monitoring talent activities and initiatives. The challenges include identifying and attracting the right talent, resistance to change from typical roles to an expert, differences, and transformation process.

International Keynote Speaker: Assoc. Prof. Dr. Indrajit Pal

Asian Institute of Technologies, Thailand

“Risk Mitigation and Management Strategy for Higher Education Institutes”

Enterprise Risk Management is the process by which higher education institutions (HEIs) plan for and mitigate risk to their institution that could prevent them from achieving their strategic goals and objectives. One of the risks that HEIs need to manage is in the context of interdisciplinary research which are increasingly important and offer potential for novel breakthroughs. Despite that interdisciplinary research is not easy to maintain as researchers may lose focus, resulting in fewer outputs and may hinder personal career progression. Disaster preparedness mitigation and management (DPPM) is one of the programs set to instill the necessary interdisciplinary capacities in people on the front lines of disaster response and preparedness. The DPPM introduced seven crucial steps namely academic program, projects, research, fellowships, symposium, publications, and training which has been used and accepted by 23 countries internationally. HEIs need to manage its risk and interdisciplinary research is seen as a way forward to build resilience education system. To ensure DPPM success, government, agencies, experts and HEIs will need to work together in identifying the most pressing issues and necessities.

PILLAR 5: Prof. Dr. Mohamad Hariri Hj. Abdullah

Deputy Vice Chancellor of Industry, Community, & Alumni Network (ICAN)

“Institutionalizing KTP and TTP Through Community Engagement and Outreach”

Community empowerments discuss on strengthening community through social innovation which focus on facilitating community need, bringing people together through impactful projects across societies differences and envision engagement. The speaker deliberates on the forward strategy which include (1) collaboration, (2) opportunity, (3) engagement and (4) execute and focus on the initiatives undertaken by UiTM via Knowledge Transfer and Social Innovation Engagement and Research Helix (KaSEH UiTM). Projects undertaken include collaboration with Maxis, Celcom Axiata / Celcom Digi, Pfizer Malaysia, Lazada Malaysia, Maybank, Suruhanjaya Syarikat Malaysia, Kumpulan Wang Simpanan Pekerja, KL City Council etc.

PILLAR 5: Ms. Mary Pauline A. Jance

University of St. La Salle, Philippines

“Amplifying Service Learning in Higher Learning Institutions”

Service-learning is a flexible teaching approach that highlights experiential learning among students while creating community-based solutions. The critical components of service-learning are student (course content), instructor (meaningful service) and community partner (critical reflection). Service learning provides a paradigm shift in the academic world by producing a skilled labour force (understanding and solving real-life issues), nurturing and engaging the community and developing change agents. The four principles of service-learning, engagement, reflection, reciprocity, and public dissemination could be used in any program in HLIs, including food technology.

PILLAR 5: Dr. Donard Games (International)

Universitas Andalas, Indonesia

“Entrepreneurship Incubator Program”

It is an exciting sharing of the Minangkabau society in Indonesia, mostly small social traders. Lack of formal education, knowledge and capital has made them smaller traders nearby. The incubator program was introduced to transform these small traders into entrepreneurs with an innovative mind, the ability to seek opportunity and the willingness to take risks. The program has succeeded in producing new millennial entrepreneurs via several success stories, such as the Parewa Coffee, founded by Adil Wiska in October 2020, and the Bukik Gampong Organic, founded by Ilham Yudha Putra and Wahyu Nusa Lubis. The program focused on low-tech start-ups and opportunity-based entrepreneurs to enhance the incubators' effectiveness.

PILLAR 6: Assoc. Prof. Datin Sri Dr. Nazura Mohamed Sayuti

Director Alumni Network Centre, Office of Industry, Community, & Alumni Network (ICAN)
“Energizing Alumni Engagement: Outreach and Data Management Initiatives”

The Alumni Network Centre (ANC) acts as a liaison manager between universities and alumni. Such engagement will help build and stimulate continuous relationships between the universities and its alumni towards maximizing the alumni social capital in teaching and learning activities, community services, and promoting income generation. The Dashboard e-Alumni UiTM enables the university to capture and track its alumni community, allowing for greater engagement and outreach activities. The alumni involvement in the university activities will help the youngsters and promote and heighten UiTM visibility.

PILLAR 6: Dr. Pavalee Chompoorat Tridtitanakiat

Chiang Mai University, Thailand
“Engaging industry, community and alumni as strategic partner in Thailand”

Strategic partnership with industry, community and alumni is crucial towards reducing government funding, preparing students on real-life job and allowing room and time for growth. The speakers shared on the five programs conducted in Chiang Mai University (CMU), Thailand for strengthening and transitioning the community after the pandemic. The programs are CMU local engagement plug and play, learning and working with CMU through job creation project (sponsored by Ministry of Higher Education, Science, Research, and Innovation), CMU start-up business, CMU knowhow for all and CMU pilot plant. These programs were successful in creating and offering 5,500 new employments, which witnessed the birth of 150 products from 210 communities and 50 new SMEs and start-ups.