



اَوْتُونِيسِيْتِي تِيكْنُولُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka  
Kampus Bandaraya Melaka

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FACULTY OF BUSINESS & MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

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MGT666 INTERNSHIP

INTERNSHIP REPORT



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TEKNOLOGI  
MARA

Cawangan Melaka

SUBMITTED BY

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CLASS  
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DATE OF SUBMISSION  
14 FEBRUARY 2025

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Tajuk Laporan	Industrial Training Report.	Nama Syarikat	Bahagian Penyelidikan dan Jaringan Industri (PTI) UiTM KAG.

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## **EXECUTIVE SUMMARY**

This internship report is basically covering the internship students six months of industrial training at the chosen place. This will be kind of like story line for the student to share and interpret all the experiences during six months of being an internship student. For this industrial training, I have chosen UiTM Kampus Alor Gajah as the company that I want to expand the knowledges for my career. UiTM Kampus Alor Gajah which is the main campus for UiTM Melaka is my choice because of how interesting it is to be back to my diploma years but this time as an internship student. UiTM Kampus Alor Gajah has been operating since 1994, the era when UiTM is still not considered as a university yet. It remains strong and success until now and has produced lots of successful and influential people that bring great name to the University. The department that I picked to as a place for me to learn new knowledges and skills is at Bahagian Penyelidikan dan Jaringan Industri (PJI). The department consists of consists of 5 staffs and 2 students that currently undergo an internship progamme, including me myself. During the internship, the students are assigns variety of tasks that make them learn how to do, to solve and also be teach and also practice until the tasks been completed. Carrying out task test will them to learn communication skills as well as soft-skills to make them gain and enhance their skills that can make them survive in working world later on. The internship program here in UiTM UiTM Kampus Alor Gajah will surely entertain the students since there are lots of events and collaborations that will make them grows better and better.

## **ACKNOWLEDGEMENT**

Alhamdulillah, I am sincerely grateful to Allah SWT for giving me strength and perseverance to accomplish my internship at Bahagian Penyelidikan dan Jaringan Industri (PJI) UiTM Kampus Alor Gajah Melaka. This journey has been such a rewarding experience that been filled with knowledges, personal growth, gaining new skills, and as well as meaningful contribution especially to my self-value.

I wanted to express my deepest appreciation to my higher up which Timbalan Rektor PJI, Prof. Madya Dr. Nurhayati for giving me this opportunity to having internship here at PJI. I would like to thank my supervisor, Puan Isdayanti Jamaluddin for her invaluable guidance and continuous support throughout my internship era. My heartfelt gratitude also goes to Dr. Nurul Ezaili for her advice, for her support and encouragement that show me lights to make my internship goes well.

I am indeed be grateful and thankful to my lovely mother and father for their unwavering support, prayer, words of advice, for the encouragement throughout this journey. My family is so supportive towards me in this internship journey to make me gain more strength to do well. And a big thank you to the whole PJI team, whose their kindness, cooperation, unbelievable support, knowledge sharing and great surrounding that gives healthy vibes in the offices makes it more memorable and entertaining.

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## STUDENT'S PROFILE



# HAZIQ ARIFF ABU BAKAR

FRESH GRADUATE

### About Me

I am a fresh graduate of Bachelor of Business Administration (Hons.) Marketing who is currently in searching for a job that will allow me to fully utilize my interpersonal skills, communication skills and conventional knowledge in the business field.

### Contact

### Skills

- Microsoft Words
- Microsoft Excel
- Microsoft powerpoint
- Enhance Communication Skills
- Marketing
- Canva

### Language

- Bahasa Melayu
- English

### Reference

 Isdayanti Jamaluddin

### Education

(2011 -2015)

SBP INTEGRASI SELANDAR  
SIJIL PELAJARAN MALAYSIA

(2016 -2019)

UITM LENDU  
DIPLOMA OF BUSINESS STUDY  
CGPA 3.07

(2022 -2025)

UITM KAMPUS BANDARAYA MELAKA  
BACHELOR DEGREE OF MARKETING (HONS.)  
CGPA 3.58

### Experiences

(2024)

INTERNSHIP AT UITM LENDU MELAKA  
Bahagian Penyelidikan & Jaringan Industri

- Organising and analysing data.
- Reaching lots of third parties & companies for the events.
- Creating posters and slides for events.

(2022)

SALES ASSISTANT  
META JAYA Ent.

- Helping customers with complaints and any enquiries.
- Assisting customers with the products.
- Promoting the program and contest organised by the company.

## COMPANY'S PROFILE

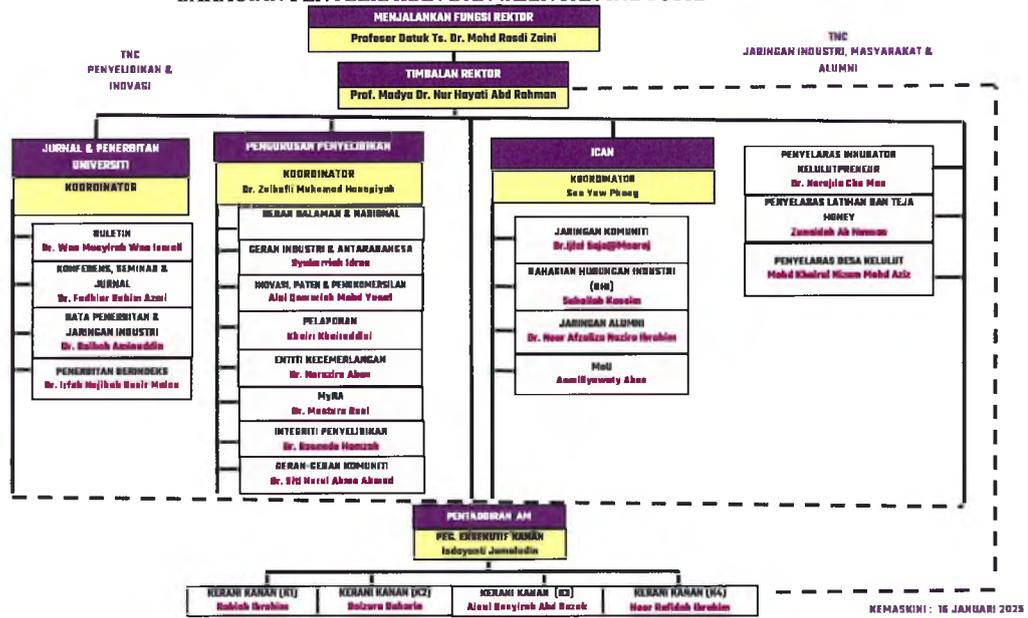
The Bahagian Penyelidikan dan Jaringan Industri (PJI) at UiTM Kampus Alor Gajah serves as a vital link between academia, industry, and the community. Its mission is to foster impactful research, innovation, and collaborations that align with industrial and societal needs. PJI oversees key activities like research facilitation, industry and community networking, grant management, journal publications, and event coordination. The department is dedicated to strengthening UiTM's reputation as a hub of excellence in research and industrial engagement.

PJI operates under the leadership of Dr. Norhayati Binti Abd Rahman, supported by five staff members and two internship students. It comprises three main units: the Research Unit, the Journal Unit, and the Industry, Community, and Alumni Network (ICAN). These units collaborate to manage research activities, promote academic publications, and build partnerships with industries and local communities. Notable achievements include securing prestigious grants like the Sumitomo Grant and organizing impactful community programs, such as *Pembangunan Komuniti Ilmuan Berwawasan Tinggi* for local villagers.

The department provides essential services like grant application guidance, support for academic publications, and facilitating partnerships between researchers and industries. It also organizes workshops, seminars, and events to promote knowledge exchange and skill development. PJI aims to enhance UiTM's research output, increase industrial collaborations, and promote commercialization of research findings to generate sustainable revenue streams.

Looking forward, PJI plans to expand its global partnerships, increase research funding, and improve community engagement. With a commitment to innovation and collaboration, PJI strives to contribute significantly to UiTM's vision of excellence and ensure that its academic and research efforts positively impact both the local and global communities.

BAHAGIAN PENYELIDIKAN DAN IARINGAN INDUSTRI



Organisation Chart as at 16 January 2025



During Malam Gala Dinner for celebrating 25 Years of UiTM as a university, attended by big name and one of them is YB Datuk Rahmad Bin Mariman entitled as Exco Pendidikan, Pengajian Tinggi dan Hal Ehwal Agama negeri Melaka, that was a successful event, from the preparation to finish. What a great night, got to meet lots of big names also got to know and be closer with colleagues and lecturers there.



Despite joining many events, it does not mean that I have no works in the office, yes I do have works in the office. I have assigned many works there in PJI and one of the most assigned tasks is for grants since Bahagian Penyelidikan & Jaringan Industri is mainly focusing on grants. I have been assigned to market it or spread the news, about the soon wanted grants that will be open, which is “Geran Teja” and also “Geran FRGS”. Creating poster about, collecting data, reaching peoples here and there as well as be a photographer during the workshop. This highlighten me so much about this department which answered my question on what is actually grants that they tell me before. This responsibilities taught me to be more precise, more focused and learn how to be better in communicating both verbal or non-verbal.

There is also a task for filling in a data also arranging data regarding “Entiti Kecemerlangan” that needed to fully focused on since it is a large amount of list needs to be handled. Working here mostly focusing on administrative tasks, but as I said it is variety, which means marketing task is also there. Since I have been here, I have been assigned to design posters, creating slides, designing shirt and also not to forget certificate, both physical certificate and e-certificate.



This makes me sharpen my creativity skills and also makes me more open to explore the world of creativity thinking skills to be more sorts of wonderer and wandering around searching for the ideas that could help me to grow better and better. This task makes me more open to listen to people ideas as well. Receiving criticism is one part of someone to grow, so I need that to reflect myself to have a better personality.

The biggest roles I have ever had is being the leader for exhibitor bureau for Minggu Sains Negara 2024 that been held at UiTM Kampus Alor Gajah, Melaka. The task that got me being more skilled at communicating. Calling the companies through and through, spread important information, receiving enquiries and so many more.



Working with people makes me realise how important understanding and comprehension is especially through online. Reaching out people is not as easy as it seems since it requires patient also kindness to makes the conversations and interactions stay in put. This role is such a bless because I got to feel the experiences to handle this crucial task for event this big, especially when the Vice-Chancellor of UiTM itself attend and completed the inauguration. The event that big is an accomplishment, receives great feedbacks and reviews by the crowds as well as all of the industries and companies that involved in that event. Congratulations to all that involves. There is also task regarding reaching out students for so many things and the most important ones is regarding their convocation. It honestly feels like working at customer service department, which is one of the departments that for me is interesting to work for after my internship era done. Not to forget, during the Minggu Sains Negara (MSN), we managed to do a record for Malaysia Book of Records for the most participators for Paper Plane Competition with large number of participants which exceeded 1,000 entries. This is surely of one a kind.

There are many advantages that I receives from having industrial training here, and one of the most important things is I learn how to build and train my soft skills. Soft skills are the most important for me because without proper soft skills, you will feel like you are limited to something. When someone master at soft skills like communicating and teamwork, InshaaAllah the tasks will be easier since they know how to communicate well, have great problem-solving skill as well as critical thinking and the most dominant thing is ethics. Receiving constructive criticism also makes me realise that I still feel short in so many things. That is why I said being here in Bahagian Penyelidikan & Jaringan Industri is such a huge bless for me. Having good senior, good colleague really brings the best out of me to produce the best output.



## SWOT ANALYSIS

### STRENGTH

UiTM Lendu Melaka has an indefinite strength to its status. As one of the biggest UiTM in Malaysia, considered also the biggest UiTM in Melaka. With that many students in the campus, UiTM Lendu possess such a huge strength including their many numbers of staffs. Bahagian Penyelidikan dan Jaringan Industri, which also known as **PJI**, is one of the integral and vital department in UiTM Cawangan Melaka. Bahagian Penyelidikan dan Jaringan Industri (PJI) are mainly placed in UiTM Lendu, consists of 5 staffs and 2 students that currently undergo an internship programme. This department is one of the busiest departments here despite having small numbers of staffs.

The strength of this department is they have **expertise power, knowledgeable and flexible staffs**. By that, it means they have staffs that can be considered as flexible and reliable in any kind of tasks. This department, as being said above, one of the busiest which means they have a lot of tasks, events and many more can be proved by history when they took part in handling a lot of events, especially my internship eras. The staffs including the executive officer got such a humble and friendly personality that makes me so comfortable doing our works there. Not to forget that they are really responsible and dedicative when it comes to works. When I have no idea how to do the tasks, they teach me and the other intern until we manage to do it until it done. Talking about this, there's a time when we, the PJI team got such a big role to handle the Minggu Sains Negara event, most of the paper works including inviting, renting places been taken care of us. What a moment that was to be able to work with them. Not only office thingy, but many more of other things that I did not expect, they execute it successfully. That really impress me. Not to forget that the way they treated us, is such a great blessing.

Another strength that needed to be mention is Bahagian Penyelidikan Dan Jaringan Industri (PJI) **knows how to generate income** on their own. PJI known more to handling grunts, making research, doing community linkages, handling events and also making community programmes with communities whether around here in Alor Gajah or any other places. But it is not only that, they are also handling events which that is where they generate their income. Holding many events where people tend to join and participated is where they generate their money from. The competition fees that been paid by the participators will be one of the sources to it. Events such as Minggu Sains Negara, MICEST and MIEX which

gather lots of participations from other would help PJI to gain income out of its. Minggu Sains Negara, achieve such a huge amount with 23, 413 total of visitors as stated by Ministry of Science, Technology, and Innovation (MOSTI) News (2024). And MSN also is one of the contributors for generating income. The income that they earned will be held in the PJI account that can be used for the future events. Thus, that will also be as an emergency fund if there is something that needed to be bought or to be pay or anything that require funds. That is honestly a great move from PJI to generate income.

**Berita**

## Karnival Minggu Sains Negara 2024 Peringkat Negeri Melaka

29 Oktober 2024, Melaka – Karnival Minggu Sains Negara 2024 Peringkat Negeri Melaka berlangsung selama dua (2) hari pada 28 dan 29 Oktober 2024 di Dewan Taming Sari, UiTM Cawangan Melaka, Alor Gajah. Majlis perasmian pada hari ini telah disempurnakan oleh YAB Datuk Seri Utama Ab Rauf bin Yusoh, Ketua Menteri Melaka.

Seramai 23, 413 orang pengunjung yang terdiri daripada pelajar-pelajar prasekolah, sekolah rendah dan menengah, belia, guru-guru serta ibubapa dari seluruh Negeri Melaka telah hadir memeriahkan MSN Peringkat Negeri Melaka ini. MOSTI yakin bakat-bakat ini akan memantapkan kecenderungan mereka terhadap sains dan teknologi dan bakal menjadi saintis yang tersohor suatu hari nanti.

Menurut Menteri Sains, Teknologi dan Inovasi, YB Tuan Chang Lih Kang, Belanjawan 2025 memberi penekanan besar kepada kepentingan sains, teknologi, dan inovasi (STI) dalam memacu masa depan negara. Program seperti Minggu Sains Negara, Malaysia Techlympics dan inisiatif STEM yang diperkasakan melalui kerjasama dengan Kementerian Pendidikan akan membina asas yang kukuh untuk melahirkan generasi muda berkemahiran tinggi.

Kementerian Sains, Teknologi dan Inovasi (MOSTI) komited untuk memastikan bakat tempatan berkembang dengan sokongan dana R&D dan platform inovasi, agar Malaysia mampu menjadi hab teknologi serantau dan menerajui pembangunan ekonomi berasaskan ilmu menjelang 2030.

Hadir sama YB Datuk Wira Hj. Ibrahim bin Durum, Speaker Dewan Undangan Negeri Melaka; YBhg. Dato' Ts. Dr. Haji Aminuddin bin Hassim, Ketua Setiausaha MOSTI; YB Dato' Azhar bin Hj. Arshad, Setiausaha Kerajaan Negeri Melaka; YB Datuk Fairul Nizam bin Roslan, Exco Sains, Teknologi, Inovasi Dan Komunikasi Digital dan YBhg. Profesor Datuk Dr. Shahrin Sahib @ Sahibuddin, Naib Canselor Universiti Teknologi Mara (UiTM)

Layari [minggusainsnegara.mosti.gov.my](http://minggusainsnegara.mosti.gov.my) untuk maklumat terkini mengenai MSN.

## WEAKNESSES

Bahagian Penyelidikan dan Jaringan Industri is indeed got a lot of strengths that can make them being the one of the most vital departments in UiTM Kampus Alor Gajah, Melaka. But that does not mean it have no weaknesses to it. Every single company in the world as well as its departments got weaknesses, so it also goes the same with Bahagian Penyelidikan Dan Jaringan Industri (PJI)

Bahagian Penyelidikan Dan Jaringan Industri got their own weaknesses as well as other departments here in UiTM which is one of their weaknesses is they got **limited resources** especially in terms of funds. According to George Moolman (Dip ESA) (2023), "Having a sufficient budget is essential for hosting a successful event." Bahagian Penyelidikan Dan Jaringan Industri is one of the departments that being part in most of the events that happened in UiTM Kampus Alor Gajah. But it doesn't mean that they have a lot of funds to do so. Bahagian Penyelidikan Dan Jaringan Industri requires funds to handle the events since UiTM is one of the Government-Linked Companies in Malaysia which means the business are partially owned by government. They are basically a business where the government has influence and significant interest often through direct ownership of shares. By that means they need to generate their own funds instead of only relying on government's funds. Generating funds seem easy but actually it is not. They need to hustle to earn money as well to earn the funds to support them handling events. By that means not all of the events they did using all of their own funds, it means that they also did requesting funds for certain events that require huge amount of money like hundred thousand of Malaysian Ringgit. But as for medium to small events, they did use their own funds for that specific event.

Bahagian Penyelidikan Dan Jaringan Industri is also has another problem that can also be crucial, which is **lack of staffs**. As for now, the number of staffs at their department has five staffs and two internship students excluding the higher ups which is Timbalan Rektor Bahagian Penyelidikan Dan Jaringan Industri, Prof. Madya Dr. Norhayati Binti Abd Rahman. As an internship student, I notice the staffs had a handful of tasks every day which makes me think that if they have additional one or two staffs is better. "Inadequate staffing is a principal contributor to job-related stress, which is, in turn, a principal factor in turnover. Employees in understaffed organizations can lack a sense of control over their rapidly increasing workload. This hectic environment can lead to poor work performance and can be detrimental to the organization as a whole." (Kimber DiVincenzo, 2022, p.1)

The workload might be overloaded with the current number of staffs since Bahagian Penyelidikan Dan Jaringan Industri can be considered as always busy since they are like the heart of UiTM Kampus Alor Gajah. The short number of staffs can be seen when they are involved and be part of teams that managing the event. Back then in October 2024, UiTM Cawangan Melaka handled an event named Minggu Sains Negara at UiTM Kampus Alor Gajah Melaka, and Bahagian Penyelidikan Dan Jaringan Industri is one of the teams that play crucial tasks to make the events happen successfully. During the preparation of the events, the staffs got overloaded with works to prepare the proposal, invitation to the other institutions and so many more. Luckily the internship students are there, so we can distribute the tasks and roles and settle all the things that needed to be settled. By having an additional number of staffs, things might be a great additional force to the team. They surely do things greatly even with a short number of staffs. Despite having a small number of staffs, they still managed to pull things off successfully. I am honestly proud with them. What an honour to have them as my senior.



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## How shrinking teams are pushing workers to the brink

21 February 2023

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**Alex Christian**  
Features correspondent



## OPPORTUNITIES

When talking about opportunities, Bahagian Penyelidikan Dan Jaringan Industri is one of the departments here in UiTM Melaka that hold a lot of opportunities in so many terms and aspects. Things can be said by they have high opportunities in **making community engagements**. Community engagements basically mean building relationship with the community members or groups to address and settle issues to achieve success or goals. As for them, they have three units under them which are for research, for journal and also for industry, community and alumni. All three of its are basically has bright opportunity to work or to build relationship with any of the group or community here in Alor Gajah areas. Engaging with the community is one of the right ways to help boost their name as well as UiTM names to have a great identity towards people and community around them. Example could be given is one the units from PJI which is Unit Jaringan Industri, Komuniti & Alumni (ICAN) held an event with the community in Alor Gajah which the event named Pembangunan Komuniti Ilmuan Berwawasan Tinggi: Wanita Alaf Baru Berperibadi Unggul Menurut Surah An Nisa' at Dewan Masjid Saidina Omar Al Khatab, Lendu. The event that been held were participated by the local villager of Kg. Lendu. The event was successful and the villagers also received E-certificate as an honour and as a sign of appreciation to them for being so anticipated during that event. As stated by BMJ (2022, p. 2) "Building relationships of trust with communities is a time, resource, and labour-intensive process. Key facets of building sustainability and trust include establishing responsive mutual communication with communities and building capacity for research by encouraging participatory approaches, such as citizen science." This shows that the more engage PJI with community, the better it will be.



Info Grafik

BAJET 2025 MELAKA: UITM CAWANGAN MELAKA INTAI PELUANG SINERGI BERSAMA KERAJAAN NEGERI

Another opportunity that could be strive in Bahagian Penyelidikan Dan Jaringan Industri is there is high possibility to do the **industry partnership**. Article written by Michele O'Dwyer, Rafaele Filieri, Lisa O'Malley (2022, p. 2), entitle Establishing successful university–industry collaborations: barriers and enablers deconstructed, stated that “Networks are one mechanism through which organisations share knowledge and generate innovations effectively and efficiently.” That means partnership is important especially about exchanging knowledges and ideas, and also to learn something from the partner especially the parts that they expert in. Bahagian Penyelidikan Dan Jaringan Industri is known for their productiveness in doing tasks, especially in doing events that involve many institutions or community outside UiTM. Industry partnership is basically a formal collaboration between both parties whether it is universities, private institutions or maybe businesses or industries. Since PJI is known for doing such events that involving other parties besides UiTM, they have the advantages to do many partnerships with other parties since most of the events are in the big scale. Example could be given is during the RbtX Challenge event in UiTM Kampus Alor Gajah at Dewan Taming Sari, they collaborated with Petrosains Negara to find the students with the most potential to win the robotic tournament. Robotix event is one of the examples that could be given for the medium scale. As for big scale of partnerships that they collaborated with was during Minggu Sains Negara where it involved many institutions including Ministry of Science, Technology, and Innovation, as well as Unit Perancang Ekonomi Negeri, Kementerian Pendidikan Melaka, Universiti Teknologi Malaysia Melaka, food vendors and many more. That event was clearly a success with such a huge number of attendees with 20,000 and above participations. When working with big organisations, it will create such opportunities to be partnership with those in the near future since already have the experiences working together. Being able to having industry partnership with many institutions could help in many ways especially the department is mainly focusing on “Jaringan Industri”. That could also help in doing research also collaborating with other parties in either their projects or PJI projects itself. Having broad connections is such a huge boost and many positivity that could gain from that. So having this kind of opportunity is such a bless.

## THREATS

Threat is a big thing that company mainly focus on since it could bring harm to the company no matter how small or big the companies or the department are. But there are certain threats that could not be avoided, and that one is the one that Bahagian Penyelidikan Dan Jaringan Industri's threat. The one that I mentioned above is **economic fluctuation**. Economic fluctuation is basically changes in nations economics, it is sometimes going up and down because it is based on the current economic situations. What makes it relatable to PJI? It is related to the government funds that will be supply to them. Doing events requires lots of money. If relying all on the PJI saving accounts, it will never be enough. That is why they also needs the funds from government to make it happen. Why from government? Because UiTM is one of the Government-Linked Companies (GLC) which means the government put interest in them, so it is logically for PJI to requesting funds from the government. Bahagian Penyelidikan Dan Jaringan Industri been handling so many events and most of its required high budgets since they are part of the GLC. The unstable economic can stir up the whole nations, including the budget of funds that can support the government-linked companies or universities like UiTM. The fluctuations of economics may make the government to cut the budgets funding for PJI to do many events that could make them achieve performance indicator for the year. This may slow down the productivity for both the departments also may reduce the engagement of the university towards their students since lacks of funding received by the cause of the economic fluctuations.



The next threat is the **strict grant funding available**. Grant is the amount of money provided by the organisation or by the institutions to support for a specific research project. Grant can be considered as awarded funds to the researchers to fund for their activities such as conducting experiments, collecting also analysing data, acquiring important equipment and also to cover the costs of doing the researches. Bahagian Penyelidikan Dan Jaringan Industri is a department where they focusing on researches as well as grants. Since they are focusing on this, funding from the higher ups which is from the governments, that been distribute by Kementerian Pendidikan Tinggi, is important. Short amount of funds for the research grants may affects the interests of the academicians and researchers to take part in it. Every department has their own performance indicator whether is set up by their own self or by the higher ups, same goes to PJI. Research grant also has the key performance index as well. So, with the strict funds, people will surely demotivated and will affects the interest for them to join to do the research. One of the research grants that already been a success is Sumitomo Grant which been studied about Japanese peoples. The budget is needed because doing researches is not an easy task. So, with the great supports by the people around and also great amount of funds may increase the researcher motivation also makes them put more and lots of attentions to the research that they been doing.

## RECOMMENDATIONS

### Recommendation for Strength

1) Recommendation for **expertise power, knowledgeable and flexible staffs**.

#### = **Recognise and Reward Staff Contribution & Invest in Continuous Professional Development**

Recognising the staff contribution can bring such a wonderful impact to the organisation. Effective employee recognition and rewards can significantly improve employee engagement, resulting in higher productivity, better job performance, and increased company loyalty (Satish, 2023). Recognition has the ability to boost morale and increase productivity, also give motivations towards the staffs. The staffs will feel valued, they will be more committed and go beyond their limitations. Bahagian Penyelidikan Dan Jaringan Industri (PJI) can implement this method by creating award for employee of the month for every month. That can be awarded during the meetings, or maybe during special events. This can be done in many ways, as well as the present for the one who wins it. It can be in monetary terms or maybe can be in non-monetary by giving certificates or letter of appreciation followed by plug for the winner. For the monetary ones, it can be tied with the event's budget, which means allocate budget as a bonus for the winner. Let's say RM100 from the event budget will be given to the best performing employee. By doing this, both the winner will be motivated and be more passionate to do their works. And to be added, A [2018 study by HR research and consulting firm Deloitte](#) found that high-performing companies were 1.7 times more likely than low-performing companies to have a rewards philosophy that included frequent recognition as a key part of their business strategies. That is a prove where recognition is an integral component of successful companies.

In addition, investing in continuous professional development is also a great way to remain the productivity and performance for the staffs in the organisation. The staffs needed to remain skilled, knowledgeable and adaptable especially during this technology era. Investing in development of staffs is a thoughtful idea because it can enhance and boost the productivity of the performance. It can be implemented by sending the staffs joining the workshop like technological advancement especially for Artificial Intelligent (AI). By doing this, the staff will gain new knowledges, skills and can adapt to the growth of the technology now. Improving the staff skills will make them be more confidents and passionate to their works as well as it will show great impact towards the organisation. According to Chase Charaba (2023), Improving your employees' skills and experiences helps create a more motivated workforce. Your employees can become more productive at work, helping you reach your goals.

## 2) Recommendation for **knows how to generate income.**

### = **Producing & Selling Product from The Output of The Research**

Producing products out of the research outputs is defining the process of transforming academic research findings into tangible goods, services or technologies that are marketable can bring benefits to the society. It links with the academic discoveries with real world applications, that enable the researchers and the institutions to fully maximized the value from their efforts. Since Bahagian Penyelidikan Dan Jaringan Industri (PJI) is a department that focusing on research, they can be a little bit extra by applying this strategy where they will be using the research finding outputs, and proceed it to do R&D until it becomes a product. Which means they can target the audience of UiTM Lendu students to buy the product. By targeting it to specific target audience especially in university area, this would produce great outcomes.

Normally people or organisation will focus on commercialized their research finding to the internet or make it into articles and then sell it after got the intellectual property (IP) licensing. It surely will be a great way to generate income since it will be ongoing and available all the time. But it is different for this one. Bahagian Penyelidikan Dan Jaringan Industri (PJI) can makes research regarding something that ease to attract people, as an example is perfume. Researchers will make researches regarding notes and ingredients that people love and attracted till they sniff the fragrances like smelling something really good and tempting. The findings next will be created and test in the R&D department and be transformed into a product as a result from that research. The products then be marketed and promoted in the UiTM area for the physical ones and also will be promoted through online platform like Tiktok, Shopee, Instagram, Whatsapp, and any other possible online platforms. This way, PJI can generate income by selling the products out of their researches. The profits can be act as saving funds for any other upcoming grants or events. According to Tweheyo, G., Abaho, E., & Verma, A. M. (2022, p. 3) "Commercialization of research as a process through which ideas or research are transformed into marketable products and services, income gains and other collaborative activities."

## Recommendation for Weaknesses

### 1) Recommendation for **limited resources**

#### = **Developing Collaborations & Partnership and Fundraising Initiatives**

Having partnership and collaborating with external organisations or individuals can exactly boost the funding opportunities. UiTM is a big name itself, also got large amount numbers of students that study there, as well as having lots of companies that already work with them. They are one of the most well-known universities in Malaysia, so the chances to have partnership or collaboration is high. But there are one specific community that they can focus on funding which is focusing on their own alumni. UiTM has huge numbers of alumni, the amount of the alumni now are total of **890,334 graduates**, which are actually an insane number to think of. From this, Bahagian Penyelidikan & Jaringan Industri can leverage the alumni networks to help in terms of funding. Alumni, who has already achieved success normally would be grateful and often willing to give back to their alma mater as a way of contributing to it growth. As PJI has the data of the alumni, they can easily contact and reach out the alumni who is influential or well-connected to the UiTM. They can also create a group of alumni in any social media platform and for the sake of partnership to earn funds. They can specific the highlights of the project that needed fundings so that they can either contribute by their own or contribute with the organisations that they are in. They can also show the impact as well goals of the project so that they feel more attracted to contribute. To be added by Baah, C., Acquah, I. S. K., & Ofori, D. (2021, p. 2), "Promotes collaborations in supply chain networks, which also provides enormous benefits concerning not only efficiency and effectiveness but also increases resource utilization and productivity while ensuring supply chain visibility, stakeholder satisfaction and trust." Collaborations surely can counter the limited funding because cost reduce after been divided to two by both parties.

Fund raising is one of the other initiatives to support the limited resources that PJI faced. Fund raising can provide immediate and flexible financial support for the department activities. By organising fund raising events like the most popular ones right now is running event, to be exact charity run. Students are one the easiest community to attract to join this event. This can generate through the entry fees, donations and also sponsorship during this event. Selling merchandise like beautifully designed jersey shirt and running bottles can also generate income since people tend to attracted to this aesthetics things nowadays. That would be a great help.

## 2) Recommendation for **lack of staffs**

### = **Hiring Temporary Staff or Contract Based Staffs**

Hiring temporary staff is one of the best solutions to address overload of works especially during certain or specific event, especially when cannot added the permanent staff immediately. Hiring temporary or contract-based staff is a cost-effective strategy to counter this problem since they only need to pay them for specific time. It is like hiring them for specific period of time and duration and tasks, like only for that specific of event. Plus, they can bring in someone that actually expert in that tasks like example are event coordination, graphic design or someone that has prime technical knowledge to help them. It does not mean the permanent staff is not good, this solution is to support them from over workload at the office and for the event or workshop. By hiring the temporary staffs, it could bring immediate relieve during the busy period. It is supported by the research saying that firms can hire temporary employees for a limited period without risking infringement of legal ([von Hippel et al., 2006](#)) or psychological contracts ([Rousseau, 2004](#)). At the same time, temporary employment allows firms to save costs ([Galup et al., 1997](#); [von Hippel et al., 1997](#)) and tap into the broad knowledge base of temporary employees ([Barney, 1999](#); [Wachsen and Blind, 2016](#)).

This way can also be considered a good move because it can reduce staff overload because the workload can be distributed and can ensure permanent staff are not overburdened. Not only that, it will also increase productivity since the workforce is increasing, the tasks can be execute efficiently. In terms of duration and numbers of staff needed, it can be control based on the situations. The most important thing is how do they plan to proceed to this because it requires great strategy management to make this happen to make this as a beneficial way.

## **Recommendation for Opportunities**

### **1. Recommendation for making community engagements**

#### **= Strengthen the Role of ICAN (Industry, Community, and Alumni Network)**

ICAN (Industry, Community, and Alumni Network) that lies under Bahagian Penyelidikan & Jaringan Industri is a unit where it is focusing on networking with the external organisation. This unit, ICAN is a pillar of community engagement, many activities that involves community is run by this unit. A pivotal unit where act as a bridge that link UiTM with the local community, industries and also alumni. Community engagement is an essential means of gaining the perspective of community members and collaborating to identify the issues that directly affect the community's well-being (Shahid Satar, 2019). Strengthening its role can enhance outreach, create better engagement as well as creating long-term partnership with the external community that can benefit both UiTM and the other party. Organizations' community engagement may enhance the well-being of local community members through various mechanisms such as improved community health, observation of human rights, and enhanced justice and inclusiveness (Joung et al., 2013). ICAN can broaden its networks by working and connect with NGO, schools, government agencies and many more. ICAN can actually connect with school in Lendu area like Sekolah Kebangsaan Lendu by doing workshop or knowledge transfer program there. Doing workshop that introduce them regarding technology in education that is a common thing now. It will create questions and make them wonder and interested to know more about it. Student nowadays studying by using technology advancement. They can jot notes in tablet, can learn so many things in internet, can improve their knowledges and so many more. The workshop can create such connections and can build more trust of doing many things in the future with them. It will increase collaborating opportunities, resource sharing and also has wide range of partners to support them in the near future.

In addition, ICAN can also increase the frequency of community programs. Doing community program frequently may create better bond between parties. ICAN unit can organise events like Corporate Social Responsibility (CSR), workshop also *Tazkirah*. The more frequent the community program happen, the stronger the bond between both parties. It is possible to do this because a good planning will make things clearer and visible to see the output will be good, especially it will great name towards UiTM and ICAN. Regular programs will strengthen UiTM's presence and will allow for continuous engagement with them for the future events. It will bring such ease when people started to think of UiTM and ICAN whenever they heard about events.

## 2) Recommendation for **industry partnership**

### **= Increase Involvement with Industry Through Projects & Focusing in Niche Areas**

Increasing the involvement with the industry through collaborative project is really essential for PJI as it is on the track with their core focus which is “Jaringan Industri (Industry Networking)”. This involvement can strengthen the partnership with industries, can applicable and optimized resource sharing and promote knowledges and of course will boost the department reputation. Article by Drishti IAS (2023) noted that industry-university collaboration fosters talent development. This interaction establishes a talent pipeline, fostering a culture of excellence and preparing the next generation of professionals for industry challenges. Bahagian Penyelidikan Dan Jaringan Industri (PJI) can conduct a survey and holding a meeting with the industries stakeholders to fully understand the challenges and requirements to make the collaboration happen. Both parties need to do some research regarding the process, environment and also workforce skill development. As for UiTM Kampus Alor Gajah, the department of PJI has the experience working with many industries including Petrosains Malaysia, MOSTI, Melaka Government and more. So, the partnership is there, it just needs to be interacted frequently. Like in 2024, Petrosains Malaysia collaborate with UiTM Melaka, handled by PJI, by using and renting our hall, which is at Dewan Taming Sari, as place for National RBTX Challenge. Not only that, they also hiring me, as a jury for that huge tournament. That is such an honorable opportunity. In the near future, they can collaborate with PJI more and can hire the staffs and maybe students as well to involve with them as a crew in order to create great partnership. The impact will turn better and better because both parties benefitted by that through great support, also gives the experiences that is surely be memorable.

Niche define as a specialize segment of the market for a particular kind of product or services. Focusing in niche areas will allow Bahagian Penyelidikan Dan Jaringan Industri (PJI) to stand out more and attract the partners who value their unique expertise. Instead of focusing the general and large scale of industries, focusing on niche areas could be the better choice to attract industries to do the partnership. Targeting specific strength ensure that partnership are well-aligned and bring benefits to both parties. As per example, PJI can make research collaboration with Universiti Putra Malaysia to focusing on the plantation. Both parties have plantation background, so it will be greater to have both parties collaborate and got to optimized the resource sharing and also will be backed financially by both universities. This research collaboration can also be held by making research for the plantation at Genting Highland, on why they, the government did not utilize the earth structure there to use for plantation like Cameron Highlands.

## **Recommendation for Threat**

### **1. Recommendation for economic fluctuations**

#### **= Leverage Technology to Reduce Cost**

Technology is the main character in today's world. It brings both positivity and negativity for all of the users. But for now, let's stay focus on the positive sides, which is the advantages of technology that could help UiTM, to be precise, Bahagian Penyelidikan & Jaringan Industri to solve the problem for economic fluctuation. Technology can effectively help PJI to the expenses that associated with event management, outreach and operations. This move can ensure that limited can be fully optimized without compromising the quality or scale of initiatives. This approach is such a cost saving ones because all of the things are mostly prepared online, it got to minimized the physical resources like printed materials, travelling to places, and also no need to rent or do at physical venues. PJI who known to always making and handling events, can use this approach to make online events instead of making the physical ones. Not only that, Digital platforms allow the organiser to reach broader audience at such a lower cost, that could help on saving the money for emergency funds. Plus, organizations can both reduce their costs and maintain the quality required to be competitive in a changing business landscape. (ISG Tango, 2023)

Technology provides so many things especially for having seamless communication, collaboration, and also event execution even when during the country have economic downturns. Bahagian Penyelidikan & Jaringan Industri can organise virtual events to counter this problem. As they are mainly focusing on grants, they can make workshop for grants like FRGS Grant online like on Google Meet, Zoom and many other platforms that offer the same functions as that. By doing it virtual, they can reduce their own funds, as well as the participators transportation & accommodation expenses. Not only during the event or workshop, they also can use technology at the fullest by spread the information about the grant to make people aware of its by just posting it on social media. Platform like Whatsapp also Facebook pages could help promoting the workshop. As put by Edsen Consulting (2023), "With the rise of the internet and other advanced communication tools, the world is now more connected than ever before. This connectivity not only helps trade around the world but also makes the economy stronger by creating more ways to make money." By that, it means that it is also high opportunities for PJI to make money out of their specialty, like doing premium workshop for grants to the people, instead of only focusing on reducing cost of events.

Bahagian Penyelidikan & Jaringan Industri can also organise a campaign to broader audiences like the whole UiTM Melaka, an event that focusing on “Healthy Lifestyle” which is exercising & workout and posted it online with hashtag (#) to make it more trending and can attract other people to join the trend and stay healthy. All of its can be executed online without needed to use much of physical materials. The posters, the promotion, all can be done online. The cost saving impact is showing brightly.

## 2) Recommendation for **strict funding for grant.**

### = **Promote Collaborative Research & Focusing on Commercialized**

Collaborating research enables the sharing of funds, resources and also knowledges, all of which can greatly lessen the financial strain on one institution. Furthermore, it allows researchers to work on more ambitious and sophisticated projects, increasing the importance of their findings. Engaging in collaborative research can effectively reduce costs for organizations. By pooling resources, expertise, and infrastructure, collaborating entities can share expenses associated with research and development, leading to significant cost savings (NBER, 2022). Joint research with other institutions like doing partnership with other local Malaysia universities specifically for research, combine research. As per example, UiTM doing collaborative research with Universiti Teknologi Melaka Malaysia (UTEM) on Malaysia hot topic which is "Technology in Education". This combines research could help both ways financially because they both shared the cost and leveraging the sources of data and efforts. This will motivate them and be more passionate to do the research.

Commercializing provides sustainable way to generate income and revenue, which can be used and invest for the future research. In addition, by bringing academic endeavours into line with business demands, it makes research more applicable and relevant. By commercialising the research report, it can benefit the organisation financially. So, it could help PJI to fund for the next and future grant or research since the fund received is already considered lacking.

## CONCLUSION

The six months internship at department of Bahagian Penyelidikan & Jaringan Industri (PJI) of UiTM Kampus Alor Gajah Melaka has been a transformative experience towards me. This meaningful journey has provide me such a priceless moments, tons of knowledges as well as new skills that made me impress. I was exposed to wide range of tasks while serving for Bahagian Penyelidikan & Jaringan Industri (PJI), that enabled me to use my theoretical knowledge to be use in the real-world situations. In addition, this internship gives me chances to improve my comprehension regarding marketing concepts, this practical gave me the opportunities to hone my soft skills like problem solving, teamwork, and also effective communications. Receiving encouraging supports by the senior and the colleague as well as having great office environment make it more comfortable and more conducive. The great surroundings made me more passionate and can take on the tasks confidently.

This journey got more interesting with the involvement in many activities and events. Participating in the events especially the big ones like National RBTX Challenge and Minggu Sains Negara 2024 (MSN) got me unexplainable experiences. These occasions not only proving my abilities to perform well under pressure, but also shows that I am capable in handling the task that connected with the community and industries, with the great supports of my partner and team. This makes more desirable to work in marketing department since it is one the marketing department scope of works. By the way, having supportive people around makes all things good. The positivity that keeps me going.

In conclusion, Bahagian Penyelidikan & Jaringan Industri (PJI) SWOT analysis shows that they are capable in doing much things since the strength and opportunities they have is more visible than their weaknesses and threat. PJI known as their beautiful teamwork and expert in their work with wide range of knowledges. They are also flexible in their works as well. I have seen the qualities and talents they have and it makes me wonder how can people be this good and still have much potential to go further. I am not surprised if they grow and continues to be successful for 30 40 years later. This place is so special to me. It trained me to be a better person and be more knowledgeable in many aspects, especially for both regarding work tasks and life. Thank you for making me realise that working life is actually fun and interesting.

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## APPENDICES



*Another Certificate that I created*

*High-Tea with YB Fairul Nizam as appreciation for a success of Minggu Sains Negara 2024*



*With Rektor UiTM Cawangan Melaka during MSN 2024*



*Malaysia Book Of Records (MBOR)*



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*Bahagian Penyelidikan dan Jaringan Industri (PJI)*  
*UiTM CAWANGAN MELAKA*

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