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# FBM ROUND TABLE DIALOGUE FOR POSTGRADUATE RESEARCH PROGRAM



On September 11, 2023, the Faculty of Business and Management held a Round Table Dialogue for its three postgraduate research programs: Doctor of Philosophy (Business Management), Doctor of Philosophy (Office Systems Management), and Master of Science (Business Management). The event took place at Hotel UiTM Shah Alam, running from 9.00 a.m. to 2.30 p.m.



The primary objective of this gathering was to gather valuable insights from stakeholders, including alumni, students, faculty members, industry professionals, and professional organizations, to enhance the content and approach of the FBM Postgraduate Research Programs.



Collaborative efforts have proven effective in identifying opportunities to enhance the quality and impact of the FBM Postgraduate Research Program. Professor Dr. Firdaus Abdullah, the Dean of the Faculty of Business and Management (FBM) at UiTM, was graciously invited to deliver the program's keynote address to our distinguished guests.

There were a total of 21 panelists consisting of alumni, practitioners, academicians, professional bodies, and current students. Among the panellists are Dato' Dr. Sharifah Halimah Syed Ahmad (Chief Executive for Meritus College of Langkawi), Dr. Sharmila Mohamed Salleh (Chief Executive Officer of Yayasan Inovasi Malaysia), Mr. Ahmad Razif Mohamad, practitioner from Sime Darby Motors, and Mr. Mazrul Hisyam Ab Malik as a practitioner from Kolej Komuniti Shah Alam.

# FBM ROUND TABLE DIALOGUE FOR POSTGRADUATE RESEARCH PROGRAM

We had the privilege of hearing from esteemed academics during the event, including insights from Professor Dr. Rafikul Islam of the International Islamic University Malaysia (IIUM), Associate Professor Dr. Norwahiza Abdul Wahat of Universiti Putra Malaysia, Dr. Al Amirul Eimer Ramdzan Ali, also from IIUM, and Dr. Zulkefli Muhamad Hanapiyah from Universiti Teknologi MARA. Additionally, Mr. Arthur Kong represented the Chartered Institute of Marketing (CIM) Malaysia, providing valuable input from the professional body.

The dialogue sessions proved to be highly engaging and thought-provoking. As the organizers from the Department of Postgraduate and Professional Studies (DPPS), we deeply appreciate the valuable insights shared during these sessions. The comments provided were succinct and meaningful. In our role as hosts and stakeholders, the Faculty of Business and Management (FBM), UiTM, we are committed to conducting thorough reflections on the key takeaways and implementing prompt actions resulting from these dialogues. The insights and recommendations gathered will remain a driving force in our ongoing progress.





# Thank You



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