



UNIVERSITI
TEKNOLOGI
MARA

ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

2024

ANNUAL REPORT

 <https://aagbs.uitm.edu.my>



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

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DEAN'S FOREWORD

PROFESSOR DR. NORZANAH MAT NOR

It gives me great pleasure to present the AAGBS Corporate Book 2024, a publication that highlights the accomplishments, growth, and collective spirit of our school throughout the year. As we reflect on 2024, we are reminded of how far AAGBS has progressed through resilience, innovation, and purposeful collaboration across our academic and professional community. This past year has strengthened our commitment to nurturing business leaders who can navigate complex challenges while upholding integrity, responsibility, and global awareness.

Guided by UiTM's aspiration to become a "Globally Renowned, Locally Rooted", AAGBS continues to enhance its role as a leading postgraduate business school in Malaysia. We remain steadfast in delivering high-quality postgraduate programmes that blend rigorous academic knowledge with real-world industry relevance. Our faculty, staff, and students have collectively contributed to a learning environment that encourages curiosity, critical thinking, and continuous growth.

One of our key achievements this year is the continued maintenance of our ABEST21 Accreditation, a testament to our commitment to global quality standards in business education. At the same time, AAGBS has made meaningful progress in its ongoing AACSB Accreditation journey, strengthening our internal processes, assurance of learning mechanisms, and strategic initiatives. These efforts reflect our long-term vision of elevating AAGBS toward international recognition and excellence.

Industry engagement has also remained central to our mission in 2024. Through collaborative projects, professional talks, industry-led workshops, and networking engagements, we ensured that our postgraduate students benefit from current market insights and global trends. Our partnerships with both local and international, continue to enrich our academic offerings, expand opportunities for research and mobility, and create impactful learning experiences for our students.

Most importantly, this year has highlighted the strength and dedication of our students. Their determination and achievements exemplify the values we uphold as an institution committed to developing responsible and future-ready leaders. As we celebrate their success and the accomplishments of our faculty and partners, we renew our commitment to fostering a vibrant, forward-looking, and globally connected academic community.

I invite you to explore the stories, milestones, and initiatives featured in this Corporate Book. Together, let us continue advancing AAGBS as a centre of excellence that contributes meaningfully to Malaysia's progress and the wider global business education landscape.

FACULTY INFORMATION

ABOUT US

ARSHAD AYUB GRADUATE BUSINESS SCHOOL

AAGBS is the most prominent graduate school in UiTM with the largest enrolment. Our core Master in Business Administration (MBA) programme is flexible with full-time and part-time mode. It provides an understanding of strategic business models, contemporary issues and appreciation of responsible and sustainable leadership values that are very much demand in today's market. Other Programmes being offered include Master in Islamic Banking and Finance (MIBF), Doctor in Business Administration (DBA) and Doctor of Philosophy (Business Management) (PhD).

AAGBS commemorates close collaboration with key industry players and leverage on strategic international partners. Our postgraduate programmes are highly regarded by the local business community and across borders. Students have the opportunity to participate in international exchange programmes, obtain a dual-master degree, or be co-supervised by both local and international university partners. AAGBS is proud of our highly qualified academia that is expert in various fields with vast experience.

OUR CAMPUS

11 LOCATIONS NATIONWIDE ▼





TUN DR. ARSHAD AYUB

FIRST DIRECTOR OF THE MARA INSTITUTE OF TECHNOLOGY (ITM)
FOUNDING FATHER OF THE UNIVERSITI TEKNOLOGI MARA (UiTM)

The Arshad Ayub Graduate Business School was named after Tun Dr. Arshad Ayub, Malaysia's education icon - a man of sheer determination, diligence and discipline who dedicated his life to creating a better future for the next generation.

Tun Dr. Arshad Ayub is widely regarded as a visionary educator who has had a tremendous impact on business and education in Malaysia for nearly half a century. His journey in education began in 1965 as the Principal of the MARA College of Business and Professional Studies. In 1967, Maktab MARA was transformed into Institut Teknologi MARA (ITM), where Tun Dr. Arshad Ayub became the first Director serving from 1965 to 1975. He laid the foundation for Institut Teknologi MARA (now UiTM) and spearhead one of the country's most successful education initiatives.

Commissioned by the late Prime Minister Tun Abdul Razak bin Hussein to address the under-representation of Bumiputera in the professions, Tun Dr. Arshad Ayub redefined the higher learning education system by forming a diverse team of educators fueled by courage and passion. He advocated that everyone has the potential for education and particularly emphasised the often-overlooked "late bloomers" among the youth, neglected by the existing educational system.

When Tun Dr. Arshad opened UiTM's doors in 1965, the student population was only 219 with just 11 lecturers. When he left in 1975, there were 6,856 students and 904 lecturers serving 60 programmes in 13 different schools and branch campuses in Kota Kinabalu (Sabah), Kuching (Sarawak), Arau (Perlis) and Dungun (Terengganu). Today UiTM is the nation's largest institution of higher learning in terms of size and population with 34 campuses, 518 programmes and over 1



“
*I was exposed
to poverty,
so I understand
what poverty is.*
”

Tun Dr. Arshad Ayub
1928 - 2022



VISION

To be a globally recognized graduate business school in shaping responsible leaders for business and society.

VALUES

Agile . Collaborative .
Innovative . Responsible

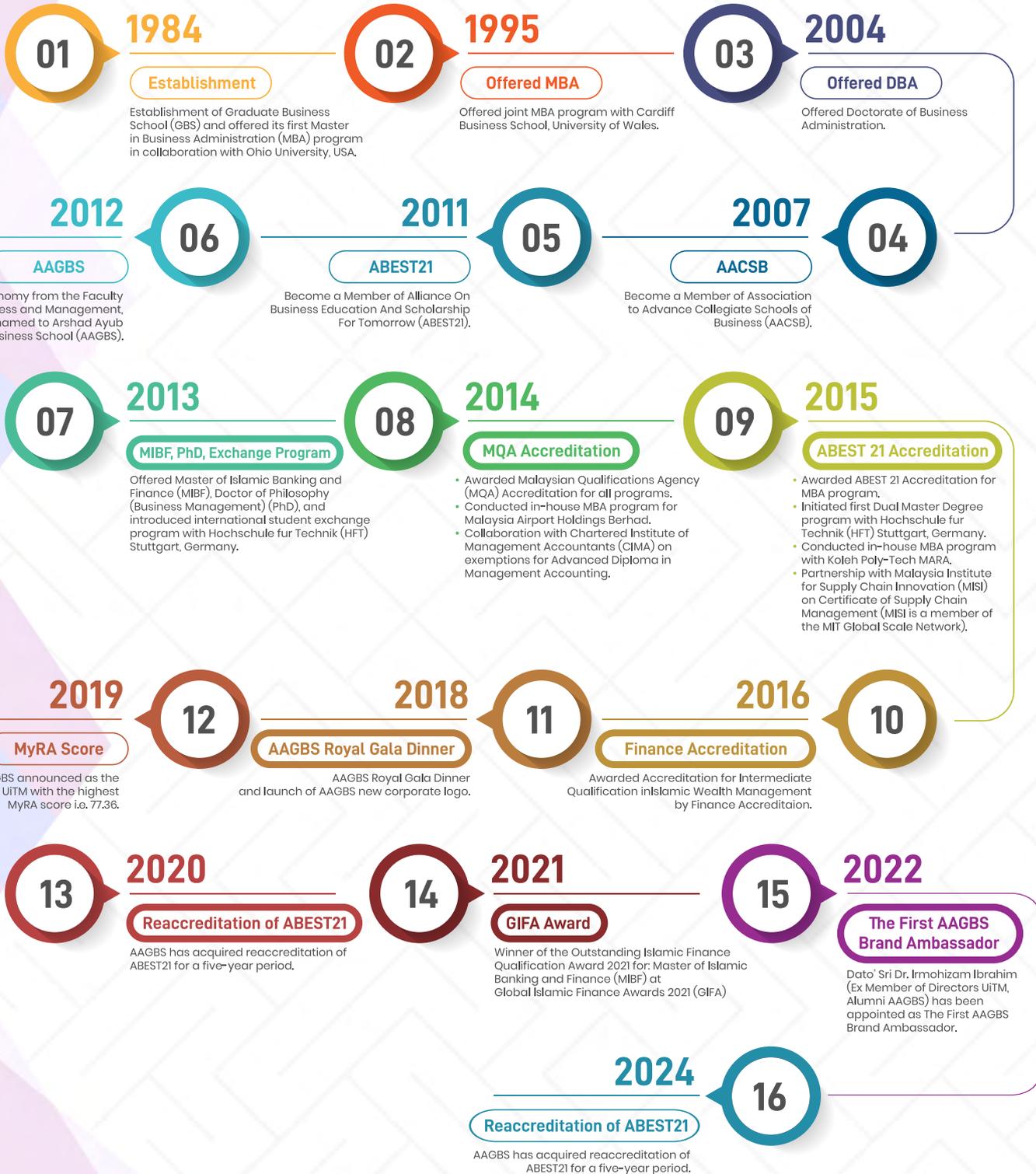
MISSION

To connect with industry in educating responsible leaders, engage with community for the well-being of humanity and advance knowledge to create value for business and society.

MOTTO

CONNECT with industry,
ENGAGE with community,
ADVANCE in knowledge.

HISTORY



STRATEGIC DIRECTION OF AGGBS 2017 - 2025

Phase 1
**2017 -
2018**

**BACK
TO BASIC**

RESTRUCTURING &
REALIGNMENT

Phase 2
**2019 -
2020**

**CORE
COMPETENCY**

COLLABORATIVE CORE
COMPETENCY

Phase 3
**2021 -
2022**

**GLOBAL
PRESENCE**

SYNERGIZING LOCALLY &
GLOBALLY

Phase 4
**2023 -
2025**

**GLOBAL
PROMINENCE**

We Are Here Now

GLOBAL BRANDING

FACULTY INFORMATION
TOP MANAGEMENT



PROF. DR. NORZANAH MAT NOR
Dean



ASSOC. PROF. DR. SITI ZALEHA SAHAK
Deputy Dean (Academic)



ASSOC. PROF. DR. HERWINA ROSNAN
Deputy Dean (Research, Consultancy,
Publication & Student Development)



DR. ARLINAH ABD RASHID
Deputy Dean (Industry Linkages & Internationalization)



HANIZAN ABDUL SAMAT
Assistant Registrar

FACULTY INFORMATION

HEADS & COORDINATORS



ASSOC. PROF. DR. HADIJAH IBERAHIM
Head of Quality and Strategic

ASSOC. PROF. DR. WAHIDA AHMAD
Head of Postgraduate Studies



DR. ZURINA ISMAIL
Coordinator MBA

DR. WAN MOHD AL FAIZEE WAN AB RAHAMAN
Coordinator MIBF & Executive Programme



ASSOC. PROF. DR. MOHAMAD NIZAM JAAFAR
Coordinator PhD & DBA

DR. NUR HAZIMAH AMRAN
Coordinator iCEPS



DR. NUR ARFAH MUSTAPHA
Coordinator Accreditation

ASSOC. PROF. DR. SHALIZA ALWI
Coordinator Quality Management



DR. ZOEL-FAZLEE OMAR

Coordinator Student
Development & Alumni



DR. SURIANA RAMLI

Coordinator Research
and Innovation



DR. AZLINA HANIF

Coordinator Industry
& International Linkages



DR. HAMIDAH MD YUSOP

Coordinator Corporate
Communication



DR. SHARIZAN SHARKAWI

Coordinator Strategic &
University Transformation



**ASSOC. PROF. DR.
MIOR HARRIS MIOR HARUN**

Coordinator UiTM Global

FACULTY INFORMATION
ADVISORY BOARD



DR. JACKIE REES ULMER
Dean of the College of Business,
Ohio University

**TAN SRI DR. BASHIR
AHMAD ABDUL MAJID**
Chairman Mass Rapid Transit
Corporation Sdn Bhd (MRT Corp)



DATIN SAINURSALWA SANI
Chief Human Resource Officer of Bank
Pembangunan Malaysia Berhad (BPMB)

AHMAD DASUKI ABDUL MAJID
Chief Executive, Perbadanan Tabung
Pendidikan Tinggi Nasional (PTPTN)



PROF. DR. ROSLINA AB. WAHID
Professor,
Arshad Ayub Graduate Business School,
Universiti Teknologi MARA (UiTM)

FACULTY INFORMATION

ADJUNCT PROFESSOR



**DATO' SRI DR. HAJI
IRMOHIZAM IBRAHIM**

Group Managing Director of
World Trade Centre Kuala Lumpur,
Board of Director,
World Trade Centers Association

**DATO' MOHAMED RAFIQUE MERICAN
MOHD WAHIDUDDIN MERICAN**

Group Chief Executive Officer,
Islamic Banking, Maybank

FACULTY INFORMATION

BRAND AMBASSADOR



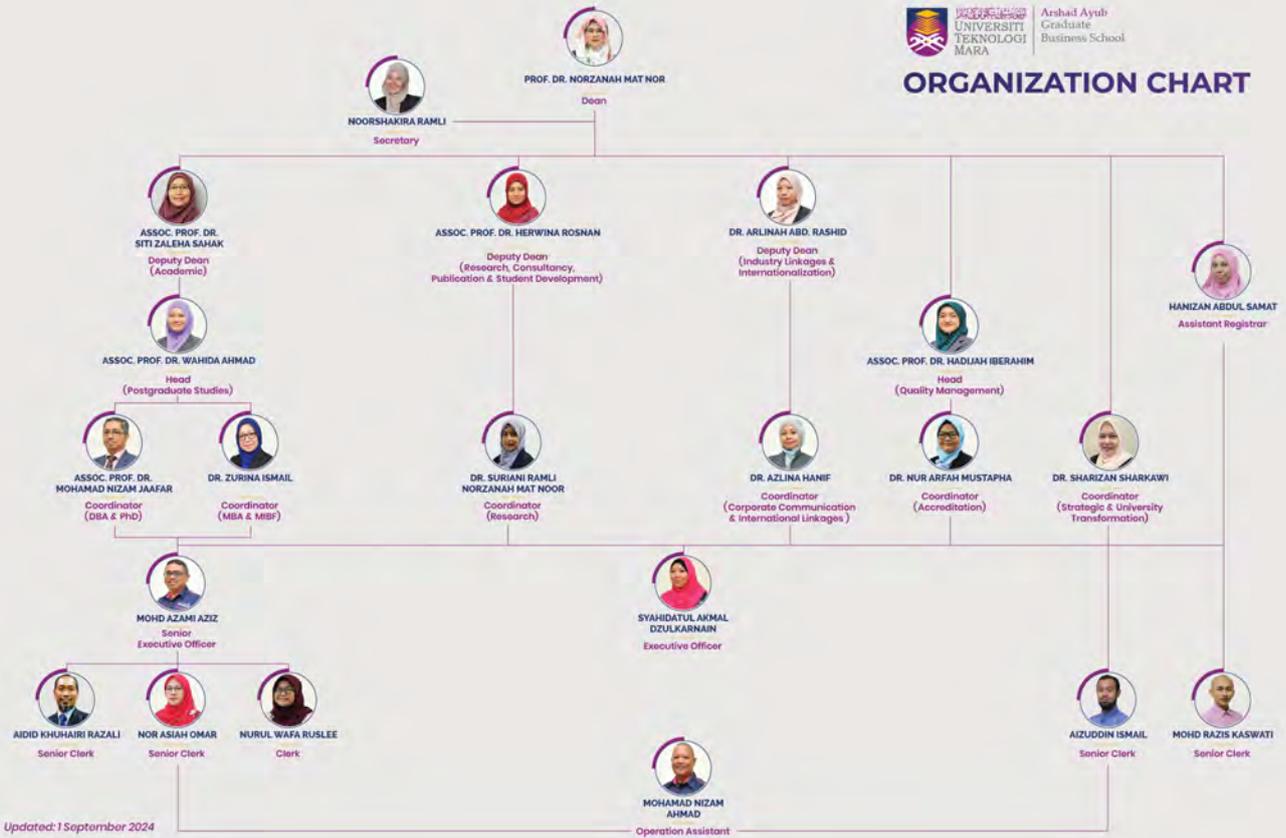
DATO' SRI DR. HAJI IRMOHIZAM IBRAHIM

Group Managing Director of
World Trade Centre Kuala Lumpur,
Board of Director, World Trade Centers Association

ORGANIZATIONAL CHART



ORGANIZATION CHART



AAGBS AT A GLANCE

ACADEMIC STRUCTURE AND PROGRAMMES

ARSHAD AYUB GRADUATE BUSINESS SCHOOL

The academic structure is organised into eight core divisions that collectively support the delivery of high-quality postgraduate education. These divisions—Management, Marketing, Economics, Accounting, Finance, Human Resource, Operations Management, and Islamic Banking—provide a strong multidisciplinary foundation that integrates theory, practice, and industry relevance. Each division is supported by experienced academics with expertise in teaching, research, and professional engagement, ensuring a balanced and rigorous learning environment.

The programme offerings are designed to cater to a diverse range of learners, including fresh graduates, working professionals, industry practitioners, and researchers. Postgraduate programmes include the Master in Business Administration (MBA), Master in Islamic Banking and Finance (MIBF), Doctor in Business Administration (DBA), and Doctor of Philosophy (Business Management) (PhD). These programmes emphasise strategic thinking, applied research, ethical leadership, and global business perspectives.

In addition to academic degrees, professional and executive programmes are offered to support lifelong learning and industry upskilling. These include Fundamentals of Shariah in Islamic Finance (FoSIF), Associate Qualification in Islamic Finance (AQIF), and Bespoke courses tailored to specific organisational and industry needs. Collectively, the academic divisions and programmes reflect a commitment to producing competent graduates equipped with relevant knowledge, practical skills, and the ability to contribute effectively to business, industry, and society.



MANAGEMENT

DIVISION



Prof. Dr. Syed Jamal Abdul Nasir Syed Mohamad, Assoc. Prof. Dr. Herwina Rosnan,
Assoc. Prof. Dr. Mior Harris Mior Harun, Dr. Sharizan Sharhawi, Dr. Nur Arfah Mustapha



Dr. Ainul Azreen Adam, Dr. Zoel-Fazlee Omar, Dr. Suriana Ramli,
Dr. Hamidah Md Yusop, Dr. Alisa Ibrahim

HUMAN RESOURCE

DIVISION



Prof. Dr. Norzannah Mat Nor,
Prof. Dr. Roshidi Hassan, Assoc. Prof. Dr. Abdul Rahman Abdul Rahim

ISLAMIC BANKING

DIVISION



Prof. Dr. Sharifah Faigah Syed Alwi, Assoc. Prof. Dr. Mohamad Nizam Jaafar,
Dr. Mohammad Firdaus Mohammad Hatta, Dr. Wan Mohd Al Faizee Wan Ab Rahaman

MARKETING

DIVISION



Prof. Dr. Nooraini Mohamad Sheriff, Assoc. Prof. Dr. Siti Zaleha Sahak,
Assoc. Prof. Dr. Nor Irvoni Mohd Ishar, Assoc. Prof. Dr. Norizan Jaafar, Dr. Zurina Ismail

ECONOMICS

DIVISION



Prof. Dr. Tan Peck Leong, Prof. Dr. Ismail Ahmad,
Dr. Azlina Hanif, Dr. Arlinah Abd. Rashid

OPERATIONS MANAGEMENT

DIVISION



Prof. Dr. Roslina Ab. Wahid, Prof. Dr. Siti Halijjah Shariff,
Assoc. Prof. Dr. Hadijah Iberahim, Assoc. Prof. Dr. Mohd Fathi Abu Yaziz@Mohamad

FINANCE

DIVISION

ACCOUNTING

DIVISION



Assoc. Prof. Dr. Wahida Ahmad, Assoc. Prof. Dr. Shaliza Alwi,
Dr. Nur Hazimah Amran



Assoc. Prof. Dr. Sofian Shamsuddin

PROGRAMMES @ AAGBS

MASTER DEGREE PROGRAMMES

01

Master in Business Administration
(MBA)



02

Master in Islamic Banking and Finance
(MIBF)



DOCTOR OF PHILOSOPHY PROGRAMMES

03

Doctor in Business Administration
(DBA)



04

Doctor of Philosophy (Business Management)
(PhD)



EXECUTIVE PROGRAMMES

05

Fundamentals of Shariah in Islamic Finance
(FoSIF)



06

Associate Qualification in Islamic Finance
(AQIF)



BESPOKE@AAGBS

07

Informal learning at Master's degree level
(Bespoke)





MASTER IN BUSINESS ADMINISTRATION (MBA)

AAGBS is the most prominent graduate school in UiTM with the largest enrolment. Our signature Master in Business Administration (MBA) programme is flexible with full-time and part-time mode. It provides an understanding of strategic business models, contemporary issues and appreciation of responsible and sustainable leadership values that are very much demand in today's market.

This programme is an exciting and challenging, 18-24 month industry relevant management programme for dynamic candidates who wish to achieve professional and career advancement. Candidates acquire the necessary knowledge and industry related skills to tackle complex business issues in today's vibrant global business environment. The MBA programme is flexible yet comprehensive in allowing candidates to specialize in various disciplines. This programme is designed to provide individuals with a thorough understanding of various developments in business management.



MASTER IN ISLAMIC BANKING AND FINANCE (MIBF)

Master in Islamic Banking and Finance supports the current initiative to champion Malaysia as an Islamic finance hub by leveraging on both conventional finance and Shari'ah compliance regulation to promote resilient and sustainable marketplace. The programme is the first postgraduate Islamic banking and finance programme offered by a public institute of higher learning.

This programme is conducted within 18 - 24 months for completion. This program is also recognized by IBFIM where upon completion of the programme, students may be awarded a professional certification, Associate Qualification in Islamic Finance (AQIF). Students may apply to obtain the certification with minimum fee. Candidates with non-Shariah background but are interested to embark on the programme will have to attend and pass an executive programme organized by AAGBS during the first semester.



DOCTOR IN BUSINESS ADMINISTRATION (DBA)

AAGBS is the most prominent graduate school in UiTM with the largest enrolment. AAGBS commemorates close collaboration with key industry players and leverage on strategic international partners. Our postgraduate programmes are highly regarded by the local business community and across borders. This Doctor in Business Administration (DBA) programme brings together future industry leaders and is designed to provide a learning experience for professionals who aspire to pursue postgraduate qualification. With focus on a mix of coursework and independent research, students will be able to engage in intellectual discourse of various business disciplines upon completion.



DOCTOR OF PHILOSOPHY (BUSINESS MANAGEMENT) (PhD)

AAGBS is the most prominent graduate school in UiTM with the largest enrolment. AAGBS commemorates close collaboration with key industry players and leverage on strategic international partners. Our postgraduate programmes are highly regarded by the local business community and across borders. This Doctor of Philosophy (Business Management) (PhD) programme brings together academia and practitioners driven by research that is academic and industry related. Students will be guided and supervised by dedicated and experienced faculty members. Upon completion of the programme, students are expected to be equipped with a strong theoretical, methodological and research skills across multiple industry disciplines.



FUNDAMENTAL OF SHARIAH IN ISLAMIC FINANCE (FoSIF)

Fundamental of Shariah in Islamic Finance (FoSIF) emphasizes on the application of Shariah principles and contracts in Islamic Finance as well as the fundamental concepts and principles of Fiqh Muamalat. A 5-Day Modules is open for both local and international participants.

The certificate enables participants who do not have degree in Islamic Banking or Islamic Finance (or its equivalent) to fulfil the pre-requisite requirement in embarking Master in Islamic Banking and Finance (MIBF) programme at AAGBS or similar programme offered by other Universities accredited by Malaysian Qualification Agency (MQA).



ASSOCIATE QUALIFICATION IN ISLAMIC FINANCE (AQIF)

In collaboration with IBFIM, AAGBS is offering Associate Qualification in Islamic Finance (AQIF) to individuals who are interested in enhancing their competencies, skills and knowledge in Islamic Finance. A 6-Day Modules is open for both local and international participants. The programme is designed specifically to meet current industry needs and standards with attractive fees.

Each module aims to deliver knowledge in the basic foundation and philosophy of Islamic Finance and its applications in Islamic Finance operations. Upon completion of AQIF, candidates are prepared for higher qualifications specializing in either Banking, Takaful, standards with attractive fees.



BESPOKE @ AAGBS

What is a Bespoke Course?

- ▶ Informal learning at Master's degree level for everyone.

What are the objectives?

- ▶ To offer courses that meet the needs of the participants, employers, industries which focus more on a particular set of skills on short period of time.
- ▶ To encourage lifelong learning activity.

What are the benefits of joining Bespoke course?

- ▶ Platform to 'Update & Refresh' knowledge and skills.
- ▶ Opportunity to join quality courses at Master's degree level certified by MQA.
- ▶ Opportunity to participate in courses at Master's degree level developed from mutual collaboration with industry.
- ▶ Opportunity to interact and engage with participants that share a common interest.
- ▶ Affordable courses upon request with adequate learning period.

ACADEMIC AFFAIRS

TEAM MEMBERS

ACADEMIC AFFAIRS



**ASSOC. PROF. DR.
SITI ZALEHA SAHAK**

Deputy Dean (Academic)



**ASSOC. PROF. DR.
WAHIDA AHMAD**

Head of Postgraduate Studies



DR. ZURINA ISMAIL

Coordinator MBA



**DR. WAN MOHD AL FAIZEE
WAN AB RAHAMAN**

Coordinator MIBF &
Executive Programme



**ASSOC. PROF. DR.
MOHAMAD NIZAM JAAFAR**

Coordinator DBA & PhD



**DR. NUR HAZIMAH
AMRAN**

Coordinator
Digital Learning



MOHD AZAMI AZIZ

Senior Executive Officer



NOR ASIAH OMAR

Senior Clerk



**AIDID KHUHAIRI
RAZALI**

Clerk

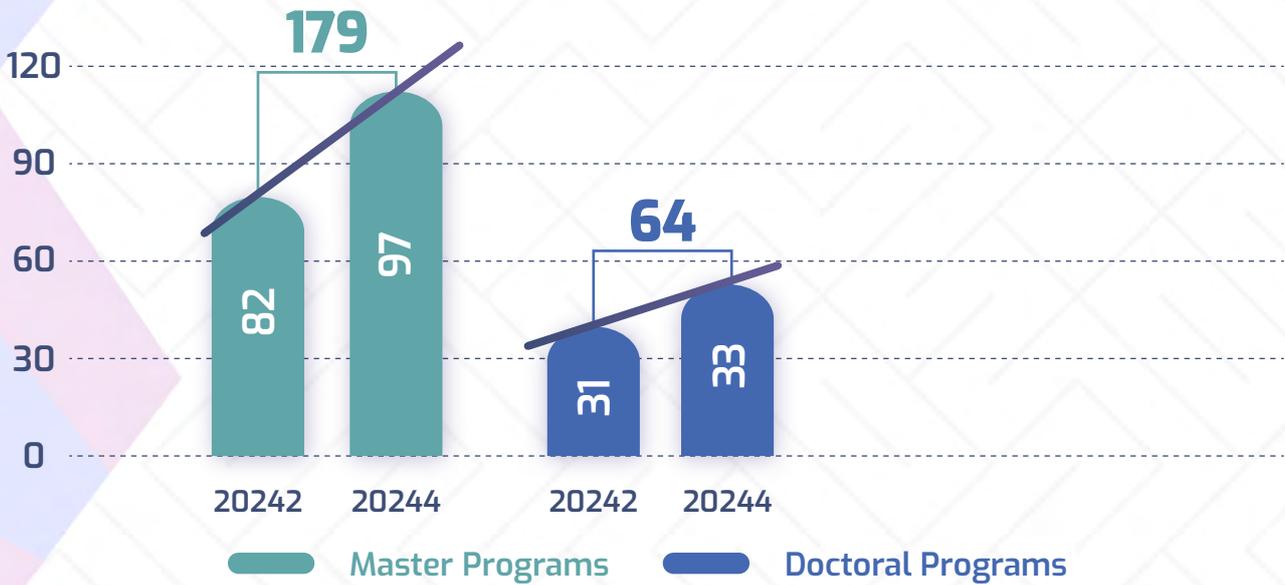
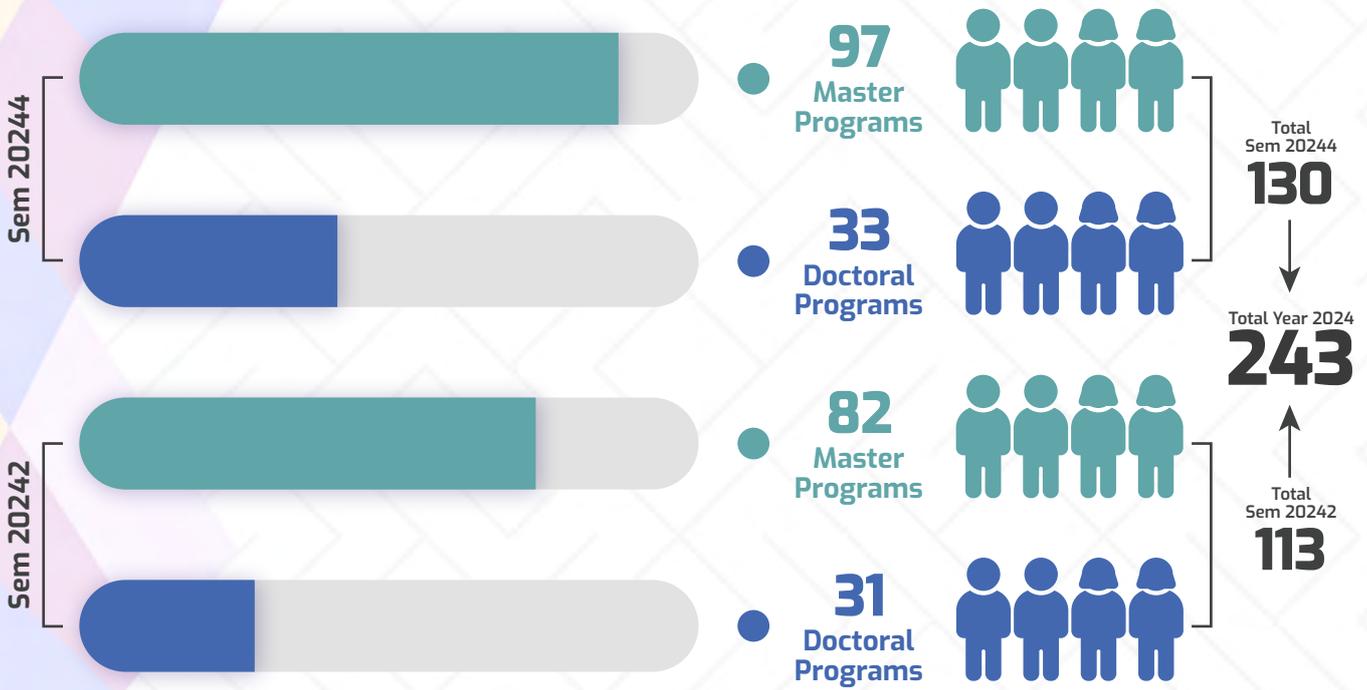


NURUL Wafa RUSLEE

Clerk

QUICK FACTS 2024

STUDENT INTAKE (SHAH ALAM)



Academic Affairs

ACTIVITIES 2024

New Student Intake Online Briefing	11 March 2024
Student Registration & Document Validation	15 - 16 March 2024
Thesis Bootcamp and Doctoral Colloquium	21 - 23 June 2024
International Visiting Lecturers 20244	January / July 2024
Massive Open Online Course (MOOC) / Micro Credential	February - December 2024
Research Enhancement Course (REC) <ol style="list-style-type: none"> 1. Research Project Briefing (ABP791, IFE765, ABP792 & IFE781) 2. Research Ethic Breifing (REC, HEP) 3. From Question Marks to Breakthroughs: The Art of Research Problem Identification 4. Unlocking the Power of the Past: Crafting a Compelling Literature Review 5. Decoding Data: Mastering Analysis for Business Impact Series 1 6. Toward Precision: Refining Analysis with Regression and Panel Data Series 1 7. Decoding Data: Mastering Analysis for Business Impact Series 2 8. Toward Precision: Refining Analysis with Regression and Panel Data Series 2 9. Unveiling Narratives: Navigating Qualitative Data Analysis 10. From Idea to Impact: Cultivating Innovation in Research 11. Mastering Academic Report Writing: From Analysis to Articulation 	January- June 2024
AAGBS Open Day “Jom Belajar di AAGBS”	24 - 25 August 2024
Virtual Doctoral Colloquium	9 - 13 September 2024
Student VIVA VOCE / Defence Research Proposal (DRP)	28 September 2024
DBA / PhD Supervsion, DRP, VIVA VOCE Procedures Online Briefing	28 September 2024
Assurance of Learning (AoL) Workshop	19 - 20 September 2024
Majlis Pra Graduasi Dan Apresiasi Pelajar (Sesi Mac - Julai 2024)	22 November 2024

Research Enhancement Course (REC)

#TowardsGlobalProminence

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AAGBS RESEARCH ENHANCEMENT COURSE

ACADEMIC SESSION MARCH - AUGUST 2024

Topic:
"From Question Marks to Breakthroughs:
The Art of Research Problem Identification"



Assoc. Prof. Dr. Nor Irvoni Mohd Ishar

20 April 2024 Saturday | 9:00AM - 12:00PM

webex by CISCO <https://bit.ly/3UaY50r>

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AAGBS RESEARCH ENHANCEMENT COURSE

ACADEMIC SESSION MARCH - AUGUST 2024

Topic:
"Unlocking the Power of the Past: Crafting a
Compelling Literature Review"



Assoc. Prof. Dr. Siti Zaleha Sahak

27 April 2024 Saturday | 9:00AM - 12:00PM

webex by CISCO <https://bit.ly/3Ua9e8E>

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AAGBS RESEARCH ENHANCEMENT COURSE

ACADEMIC SESSION MARCH - AUGUST 2024

Topic:
"Decoding Data: Mastering Analysis for Business Impact"



Dr. Homidah Md Yusop

4 May 2024 Saturday | 8:00AM - 1:00PM

webex by CISCO <https://bit.ly/3TV6tjo>

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ARSHAD AYUB

AAGBS RESEARCH ENHANCEMENT COURSE

ACADEMIC SESSION MARCH - AUGUST 2024

Topic:
"Series 1 - Toward Precision: Refining Analysis with
Regression and Panel Data"



Assoc. Prof. Dr. Wahida Ahmad

4 May 2024 Saturday | 8:30AM - 11:30AM

webex by CISCO <https://bit.ly/3UaW9wv>

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ARSHAD AYUB

AAGBS RESEARCH ENHANCEMENT COURSE

ACADEMIC SESSION MARCH - AUGUST 2024

Topic:
"(Series 2) Toward Precision: Refining Analysis with
Regression and Panel Data Hands-on"



Dr. Nur Hazimah Amran

11 May 2024 Saturday | 9:00AM - 12:00PM

AA301 (Smart Classroom)
Level 3, Arshad Ayub Graduate Business School
-Please bring your own laptop

webex by CISCO <https://bit.ly/3Ua300Q>

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AAGBS RESEARCH ENHANCEMENT COURSE

ACADEMIC SESSION MARCH - AUGUST 2024

Topic:
"Series 2 - Toward Precision: Refining Analysis with
Regression and Panel Data"



Assoc. Prof. Dr. Wahida Ahmad

11 May 2024 Saturday | 9:00AM - 12:00PM

webex by CISCO <https://bit.ly/3Ua300Q>

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ARSHAD AYUB

AAGBS RESEARCH ENHANCEMENT COURSE

ACADEMIC SESSION MARCH - AUGUST 2024

Topic:
"Unveiling Narratives: Navigating Qualitative Data Analysis"



Assoc. Prof. Dr. Herwina Rosnan

18 May 2024 Saturday | 9:00AM - 12:00PM

webex by CISCO <https://bit.ly/3UaWt4z>

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ARSHAD AYUB
ARSHAD AYUB

AAGBS RESEARCH ENHANCEMENT COURSE

ACADEMIC SESSION MARCH - AUGUST 2024

Topic:
"From Idea to Impact: Cultivating Innovation in Research"



Prof. Matsuura Yoshiyuki
(Yamaguchi University, Japan)

25 May 2024 Saturday | 9:00AM - 12:00PM (MYT)

webex by CISCO <https://bit.ly/3UaWDTA>

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ARSHAD AYUB

AAGBS RESEARCH ENHANCEMENT COURSE

ACADEMIC SESSION MARCH - AUGUST 2024

Topic:
"Mastering Academic Report Writing: From Analysis to Articulation"



Assoc. Prof. Dr. Faizah Mohamad
Akademi Pengajian Bahasa (APB) UiTM

29 June 2024 Saturday | 9:00AM - 12:00PM (MYT)

webex by CISCO <https://bit.ly/3UaW9wv>

MOOC / Micro

Massive Open Online Course (MOOC) / Micro Credential

ARSHAD AYUB UTM MOOC

MOOC

Massive Open Online Course

BRM701 - BUSINESS RESEARCH APPLICATION

JOIN US!



Dr. Nur Huda



Dr. Nur Yuzha



Dr. Zalina Ismail

About The Course

This is a specialization course, graded and it carries 3 (three) credit hour units. Credit exemption is required on per academic regulations. It is built qualitative and quantitative in nature designed to enhance strategic, analytical, and executive operations of applying knowledge acquired in other functional areas of the MBA curriculum. The emphasis here is on PROBLEM solving without solving complex though, it may offer an appropriate treatment on data gathering and analysis.

Course Learning Outcomes

- Describe Business Research Processes to contribute and complete a minor advanced independent course, namely APPLIED BUSINESS RESEARCH (ABR 704/705) in group setting. (PLO1, C2)
- Demonstrate teamwork skills within diverse team members in doing a research proposal. (PLO1, A1)
- Integrate information management and lifelong learning skills in research related decisions in response to changes in domestic and global economy. (PLO1, A1)

Course Info: <https://bit.ly/4C9J8BT> **Call:** +603-5544 4744 **Email:** aa@guim.utm.edu.my

ARSHAD AYUB UTM MOOC

MOOC

Massive Open Online Course

BRMS20 - QUANTITATIVE RESEARCH METHODS ANALYSIS

JOIN US!



Professor Dr. Ian Pock Lim



Assoc. Prof. Dr. Abdul Jalil Saari

About The Course

This is a hands-on approach course where statistical tools (statistical software SPSS, SmartPLS, R) for statistical analysis of elementary and advanced level are introduced and used. The course will also teach how to organize data, compare groups, and explore relationships between variables of interests. It will assist researcher to prepare quantitative analysis on information collected for their research.

Course Learning Outcomes

- Construct appropriate statistical output using appropriate statistical tools. (MG2.0 - 2)
- Perform analysis using statistical software to measure the difference between groups and relationships between variables of interest. (MG2.0 - 3)
- Prepare quantitative analysis on a given data set using statistical software tools. (MG2.0 - 4)

Course Info: <https://bit.ly/4G0K2Zp> **Call:** +603-5544 4744 **Email:** aa@guim.utm.edu.my

ARSHAD AYUB UTM MOOC

MOOC

Massive Open Online Course

MG782 - MANAGERIAL BUSINESS ANALYTICS

JOIN US!



Professor Dr. Ian Pock Lim



Assoc. Prof. Dr. Abdul Jalil Saari

About The Course

Business Analytics introduces the fundamental concepts, methods and tools needed by business leaders to transform business information and business data into useful insight to solve challenges in the ever-changing and challenging global business environment. This course will introduce some widely used techniques and software such as Excel, Excel Solver, M for Windows and R to produce descriptive, predictive and prescriptive business analytics.

Course Learning Outcomes

- Organize raw business information into useful information by using appropriate statistical tools. (MG2.0 - 2)
- Choose appropriate data analysis tools and methods to solve business decision-making problems. (MG2.0 - 3)
- Produce optimum solutions using the appropriate digital tools to achieve given business objectives. (MG2.0 - 4)

Course Info: <https://bit.ly/4G0K2Zp> **Call:** +603-5544 4744 **Email:** aa@guim.utm.edu.my

ARSHAD AYUB UTM MOOC

MOOC

Massive Open Online Course

MG1783 - LEADERSHIP AND MANAGING TALENT

JOIN US!



Assoc. Prof. Dr. Nur Huda



Assoc. Prof. Dr. Nur Yuzha



Assoc. Prof. Dr. Nur Yuzha



Assoc. Prof. Dr. Nur Yuzha

About The Course

This course offers an in-depth analysis of the behaviour of individuals and groups within organizations. This course covers the impact of various management methods and leadership styles on employee job satisfaction, motivation, organizational efficiency, productivity, and profitability. The major covered areas leadership theories, group dynamics, and talent management practice. Students will be taught how to manage change and growing complexity, both organizations and society require distinct types of leadership in the present compared to the past. Utilizing their acquired leadership concepts and skills, students will apply their personal experiences to fully understand different forms of leadership. It will understand the diverse aspects of talent management and to develop a specialized knowledge base and skills in leadership to effectively handle talent management issues.

Course Learning Outcomes

- GL01: Evaluate behavioral issues in leading and managing talent in relation to the theories, models and concepts. (PLO1, C2)
- GL02: Integrate concepts and models of leadership and managing talent through a broad range of talent management practices and processes. (PLO1, A1)
- GL03: Demonstrate good values and professionalism in managing talent. (PLO1, A1)

Course Info: <https://bit.ly/4D7D7NE> **Call:** +603-5544 4744 **Email:** aa@guim.utm.edu.my

ARSHAD AYUB UTM MOOC

MOOC

Massive Open Online Course

MKT762 - STRATEGIC BRAND MANAGEMENT

JOIN US!



Assoc. Prof. Dr. Nur Huda



Assoc. Prof. Dr. Nur Yuzha



Assoc. Prof. Dr. Nur Yuzha



Assoc. Prof. Dr. Nur Yuzha

About The Course

This course provides students with a basic understanding of brand architecture and its role in development of brand equity. The course emphasizes on comprehensive theoretical foundation with techniques and practical insights for building better brand equity. Thus, improving profitability of the brand.

Course Learning Outcomes

- Original work will learn towards brand strategies development to build brand equity. (PLO1, A1)
- Analyze brand performance. (PLO1, C4)
- Apply brand architecture and its role. (PLO1, P2)

Course Info: <https://bit.ly/4XDNHIT> **Call:** +603-5544 4744 **Email:** aa@guim.utm.edu.my

ARSHAD AYUB UTM IBFIM

AQIF

Executive Programme

ASSOCIATE QUALIFICATION IN ISLAMIC FINANCE (AQIF)

6-Day Modules



Prof. Dr. Shafiq Syarifuddin



Assoc. Prof. Dr. Nur Huda



Assoc. Prof. Dr. Nur Yuzha



Assoc. Prof. Dr. Nur Yuzha

About The Programme

In collaboration with IBFIM, AQIF is a 6-day Associate Qualification in Islamic Finance (AQIF) for individuals who are interested in enhancing their competencies, skills and knowledge in Islamic Finance. A 6-Day Modules is open for both local and international participants. The program is designed specifically to meet current industry needs and standards with objective fees. Each module aims to deliver knowledge in the basic foundation and philosophy of Islamic Finance and its application in Islamic Finance operations. Upon completion of AQIF, candidates are prepared for higher qualifications specializing in either Banking, Sukuk/Capital Market and Wealth Management.

Learning Outcomes

- Identify and apply the Shariah fundamentals related to contracts in operations and product related transactions.
- Analyze the structures and various structures of Islamic Finance.
- Differentiate between conventional and Islamic Finance products and operations.

Programme Info: <https://bit.ly/3D9Y313> **Call:** +603-5544 4744 **Email:** aa@guim.utm.edu.my

ARSHAD AYUB UTM MICRO

MICRO CREDENTIAL

UMG327 - STRATEGIC MANAGEMENT

JOIN US!



Dr. Alia Ibrahim



Dr. Nur Huda

About The Course

The course lays a solid foundation in the strategic management process by showing its essential components. From the establishment of a vision to the appraisal of strategy efficacy. Students become adept at employing various models and tools, such as SWOT and PESTEL analyses, which are instrumental in crafting and assessing strategies with its diverse organizational contexts.

What Skills You Will Gain

- Leadership, Management and Strategy
- Strategic Operation, Business Development and Decision Making

Total Contents and Assessments

- 5 Videos
- 3 Learning Activities
- 2 Assessments

Course Info: <https://bit.ly/3Ay2hu4> **Call:** +603-5544 4744 **Email:** aa@guim.utm.edu.my

ARSHAD AYUB UTM MICRO

MICRO CREDENTIAL

UMG339 - STRATEGIC MANAGEMENT: NAVIGATING COMPETITIVE DYNAMICS AND GLOBAL CHALLENGES

JOIN US!



Dr. Nur Huda



Dr. Nur Yuzha



Dr. Nur Yuzha



Dr. Nur Yuzha

About The Course

"Strategic Management: Navigating Competitive Dynamics and Global Challenges" offers a deep dive into the intricacies of strategic management. Designed for professionals seeking to enhance their strategic thinking and competitive positioning skills, the MC covers a broad spectrum of topics. These include developing effective strategies, analyzing the competitive environment, understanding mergers, acquisitions, and vertical integration, as well as exploring the nuances of competing in international markets. Additionally, the MC delves into corporate diversification strategies and addresses critical aspects of ethical, corporate social responsibility, and environmental sustainability in strategic decision-making. This comprehensive program is tailored to equip participants with the tools and insights needed to navigate today's dynamic business environment.

What Skills You Will Gain

- Leadership, Management and Strategy
- Strategic Operation, Business Development and Decision Making

Total Contents and Assessments

- 5 Videos
- 3 Learning Activities
- 2 Assessments

Course Info: <https://bit.ly/4G0bcin> **Call:** +603-5544 4744 **Email:** aa@guim.utm.edu.my

Congratulations!

AAGBS Student VIVA VOCE



Congratulations!
AMER FAREED MOHD SHUKRI

Congratulations to Amer Fareed Mohd Shukri, AAR01 - Doctor of Business Administration (DBA) for completing his DBA VIVA on 5 February 2024.

Thesis Title:
Exploring The Moderating Role of Structural Assurance in The Unified Theory of Acceptance And Use of Technology (UTAUT) For E-Wallet Behavioural Intentions: A Study Among Adult Users and Non-Users in Malaysia

Main Supervisor: Prof. Dr. Tan Peck Leang
Co-Supervisor: Dr. Arif Shah Abdul Rashid



Congratulations!
AZIZUL ATEEMIN

Congratulations to Azizul Ateemin, AA995 - Doctor of Philosophy (Business Management) (PhD) for completing his PhD VIVA on 31 July 2024.

Thesis Title:
Strategic Portfolio Decision-Making Model For Investment Oil & Gas Project: Portfolio Positioning with Multi-Criteria Decision-Making (MCDM)

Main Supervisor: Prof. Dr. Ismail Ahmad
Co-Supervisor: Assoc. Prof. Dr. Mohamed Nazam Jusoff



Congratulations!
BOYD SUN FATT

Congratulations to Boyd Sun Fatt, AAR01 - Doctor of Business Administration (DBA) for completing his DBA VIVA on 30 January 2024.

Thesis Title:
The Moderating Effect of Perceived Risk on The Relationship Between Perceived Value and Domestic Tourists' Repeat Intention to Sabah

Main Supervisor: Dr. Spencer Hedley Hodgkins
Co-Supervisor: Prof. Ta. Dr. Inbarine Bujang



Congratulations!
FARIDAH MD DARUS

Congratulations to Faridah Md Darus, AA995 - Doctor of Philosophy (Business Management) (PhD) for completing her PhD VIVA on 5 July 2024.

Thesis Title:
Evaluating The Adoption Of AI Health Sales Advisor At Guardian Pharmaceutical Outlets in Malaysia: Analyzing The Role of Insurance in The UTAUT1 Model

Main Supervisor: Prof. Dr. Tan Peck Leang
Co-Supervisor: Dr. Hanisah Md Yusoff



Congratulations!
FATIM NAJLAA ABD RAHMAN

Congratulations to Fatim Najlaa Abd Rahman, AAR01 - Doctor of Business Administration (DBA) for completing her DBA VIVA on 18 January 2024.

Thesis Title:
The Moderating Effect of Contractor's Experiences On Critical Successful Factors (CSFs) Toward Adopting IBS Construction in Penang

Main Supervisor: Assoc. Prof. Dr. Zaharwanji Zakaria
Co-Supervisor: Dr. Norliqqa Amalia Muhsin



Congratulations!
FRANCESCA ENCHANG

Congratulations to Francesca Enchang, AAR01 - Doctor of Business Administration (DBA) for completing her DBA VIVA on 17 July 2024.

Thesis Title:
Factors Affecting Behavioural Intention Among The Homestay Operators to Participate in Kampungray Program in Sarawak, Malaysia

Main Supervisor: Assoc. Prof. Dr. Joff Kowome Ali
Co-Supervisor: Assoc. Prof. Dr. Norizan Jusoff



Congratulations!
HAMIDEY HAMID

Congratulations to Hamidey Hamid, AAR01 - Doctor of Business Administration (DBA) for completing his DBA VIVA on 14 February 2024.

Thesis Title:
Workforce Diversity and Employee Performance: The Moderating Role of Organizational Culture Among Academic Employees in Private Universities of Malaysia

Main Supervisor: Prof. Dr. Nazarahani Haf Nur
Co-Supervisor: Prof. Dr. Razlina Ali, Wahid



Congratulations!
JASMINE VIVIENNE ANDREW

Congratulations to Jasmine Vivienne Andrew, AAR01 - Doctor of Business Administration (DBA) for completing her DBA VIVA on 19 July 2024.

Thesis Title:
Extending UTAUT With Perceived Security in Examining The Factors That Influence Tourist E-Wallet Adoption

Main Supervisor: Prof. Dr. Hassanwanji Gulling
Co-Supervisor: Assoc. Prof. Dr. Sybilis & Nabila Azwa Anand



Congratulations!
JUNIAIDAH HANIM AHMAD

Congratulations to Junaidah Hanim Ahmad, AAR01 - Doctor of Business Administration (DBA) for completing her DBA VIVA on 31 January 2024.

Thesis Title:
The Effect of Financial Literacy, Digital Adoption and Social Persuasion on Micro Entrepreneurs' Business Performance: Entrepreneurial Self-Efficacy as Mediator

Main Supervisor: Assoc. Prof. Dr. Mohamed Zakaria
Co-Supervisor: Assoc. Prof. Dr. Norizan Jusoff



Congratulations!
JUZITTA MOHAMED ALIAS

Congratulations to Juzitta Mohamed Alias, AAR01 - Doctor of Business Administration (DBA) for completing her DBA VIVA on 30 July 2024.

Thesis Title:
The Relationship Between Trainer's Competency, Curricular, Standard Assessment, and Policy with TVET Effectiveness in Northern Region Malaysia and Moderating Effect by Organizational Culture

Main Supervisor: Assoc. Prof. Dr. Zaharwanji Zakaria
Co-Supervisor: Assoc. Prof. Dr. Kamayudin Othman



Congratulations!
KAREN ESTHER TAN

Congratulations to Karen Esther Tan, AAR01 - Doctor of Business Administration (DBA) for completing her DBA VIVA on 16 July 2024.

Thesis Title:
The Moderating Role of Educational Support in Examining Factors in Influencing Cyber Entrepreneurial Intention Among Undergraduates in Sabah

Main Supervisor: Assoc. Prof. Dr. Sybilis & Nabila Azwa Anand
Co-Supervisor: Dr. Serikan Abu Bakar



Congratulations!
KHAIRIL RAFIK MUSA

Congratulations to Khairil Rafik Musa, AAR01 - Doctor of Business Administration (DBA) for completing his DBA VIVA on 23 December 2024.

Thesis Title:
Critical Success Factors For Naval Shipbuilding Megaprojects: Main Contractor's Perspective

Main Supervisor: Prof. Dr. Razlina Ali, Wahid
Co-Supervisor: Prof. Dr. Siti Hajarjah Shuyff

Congratulations!

AAGBS Student VIVA VOCE

ARSHAD AYUB UNIVERSITY
AAGBS Student VIVA VOCE



Congratulations!
MASKAN MD HASSAN

Congratulations to Maskan Md Hassan, AAGBS – Doctor of Business Administration (DBA) for completing her DBA VIVA on 10 June 2024.

Thesis Title:
The Effects of Financial Attitude, Family Influence, Education Background on Financial Literacy Among Self-Employed: Financial Education Workshop as Moderator

Main Supervisor: Assoc. Prof. Dr. Mohamad Naim Jusoff, Arshad Ayub Graduate Business School (AAGBS), UTM Shah Alam

Co-Supervisor: Dr. Noorlita Abdi Karim, Senior Lecturer, Faculty of Business Management, UTM

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Congratulations!
MOHAMED NAZHIF RAMLAN

Congratulations to Mohamed Nazhif Ramlan, AAGBS – Doctor of Business Administration (DBA) for completing his DBA VIVA on 16 December 2024.

Thesis Title:
A Study of The Relationship Between Servant Leadership, Workplace Bullying, Microaggression on Intention to Leave, Employee Resilience as Mediating Variable

Main Supervisor: Dr. Nurhidayah Nisak Ahmad, Senior Lecturer, Faculty of Business Management, UTM

Co-Supervisor: Dr. Huzni Zalina Mohamad Razali, Senior Lecturer, Faculty of Business Management, UTM

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Congratulations!
MOHD. RAIHAN ABDULLAH

Congratulations to Mohd. Raihan Abdullah, AAGBS – Doctor of Philosophy (Business Management) (PhD) for completing his PhD VIVA on 6 February 2024.

Thesis Title:
The Mediating Effects of Trust and Preference Uncertainty on Choice Overload and Continuance Usage Intention of E-Wallet in Malaysia

Main Supervisor: Prof. Dr. Ismail Ahmad, Professor, Arshad Ayub Graduate Business School (AAGBS), UTM Shah Alam

Co-Supervisor: Assoc. Prof. Dr. Mohamad Nizam Jusoff, Co-ordinator DBA & PhD, Arshad Ayub Graduate Business School, UTM Shah Alam

Co-Supervisor: Dr. Muhammad Iskandar Hanisah, Senior Lecturer, Faculty of Business Management, UTM Perak Alor

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Congratulations!
NOOR SANARIAH DAUD

Congratulations to Noor Sanariah Daud, AAGBS – Doctor of Philosophy (Business Management) (PhD) for completing her PhD VIVA on 7 February 2024.

Thesis Title:
Stimuli of Continuance Intention in Using E-Hailing Services: The Mediating Role of Affective Cognitive States

Main Supervisor: Assoc. Prof. Dr. Nur Izzah Mohd Ismer, Associate Professor, Arshad Ayub Graduate Business School (AAGBS), UTM Shah Alam

Co-Supervisor: Dr. Dr. Ahmad Razi Ramli, Deputy Rector (Academic), Deputy Rector (Quality), UTM Johor

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Congratulations!
NOR HAIZREE AHMAD BADRI

Congratulations to Nor Haizree Ahmad Badri, AAGBS – Doctor of Philosophy (Business Management) (PhD) for completing her PhD VIVA on 22 July 2024.

Thesis Title:
The Relationship Between Customer Value Co-Creation Behaviour And Sustainable Consumption: The Moderating Effect Of Motivation

Main Supervisor: Assoc. Prof. Dr. Jali Kusuma Ali, Associate Professor, Faculty of Business and Management, UTM

Co-Supervisor: Prof. Dr. Nur Hafizah Hashim, Professor, Arshad Ayub Graduate Business School, UTM Shah Alam

Co-Supervisor: Dr. Yusman Yusoff, Senior Lecturer, Faculty of Business and Management, UTM

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Congratulations!
NORAZIRA MOHD ABAS

Congratulations to Norazira Mohd Abas, AAGBS – Doctor of Philosophy (Business Management) (PhD) for completing her PhD VIVA on 8 February 2024.

Thesis Title:
Malaysian Urban Consumers' Purchase Intention of Organic Foods: The Moderating Role of Perceived Behavioural Control and Organic Trust!

Main Supervisor: Assoc. Prof. Dr. Siti Zafiah Sahak, Deputy Dean (Academic), Arshad Ayub Graduate Business School (AAGBS), UTM Shah Alam

Co-Supervisor: Dr. Ridwan Abu Karim, Co-ordinator, Faculty of Business Management, UTM Malacca

Co-Supervisor: Dr. Zulkarni Mohamad Haniffah, Associate Professor, Research Management Unit, UTM Malacca

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Congratulations!
NOREEN AZELLA NAWI

Congratulations to Noreen Azella Nawi, AAGBS – Doctor of Business Administration (DBA) for completing her DBA VIVA on 1 February 2024.

Thesis Title:
The Impact of Organizational, Individual and Social Factors on Auditors' Ethical Judgements

Main Supervisor: Assoc. Prof. Dr. Mahaman Zakaria, Associate Professor, Faculty of Accountancy, UTM Kajang

Co-Supervisor: Dr. Nur Zurina Nis Abdul Halim, Senior Lecturer, Faculty of Accountancy, UTM Kajang

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Congratulations!
NUR HAFIZAH ROSLAN

Congratulations to Nur Hafizah Roslan, AAGBS – Doctor of Philosophy (Business Management) (PhD) for completing her PhD VIVA on 2 July 2024.

Thesis Title:
Determinants of Financial Distress Among Sponsor-Driven Market Companies in Bursa Malaysia: The Interaction of Risk Management

Main Supervisor: Assoc. Prof. Dr. Mohamad Huzaim Jusoff, Associate Professor, Arshad Ayub Graduate Business School (AAGBS), UTM Shah Alam

Co-Supervisor: Assoc. Prof. Dr. Wafiqah Ahmad, Associate Professor, Graduate Business School (AAGBS), UTM Shah Alam

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AAGBS Student VIVA VOCE



Congratulations!
NUR IDAYU ROSLAN

Congratulations to Nur Idayu Roslan, AAGBS – Doctor of Business Administration (DBA) for completing her DBA VIVA on 13 February 2024.

Thesis Title:
Salient Contributors of Adoption Intention of Premium Music Streaming Services Among Malaysian Millennials

Main Supervisor: Assoc. Prof. Dr. Siti Zafiah Sahak, Deputy Dean (Academic), Arshad Ayub Graduate Business School (AAGBS), UTM Shah Alam

Co-Supervisor: Prof. Dr. Noorlita Mohamad Shariff, Professor, Arshad Ayub Graduate Business School (AAGBS), UTM Shah Alam

ARSHAD AYUB UNIVERSITY
AAGBS Student VIVA VOCE



Congratulations!
NURUL ATIQA ROSLEE

Congratulations to Nurul Atiqah Roslee, AAGBS – Doctor of Philosophy (Business Management) (PhD) for completing her PhD VIVA on 21 February 2024.

Thesis Title:
The Determinants of Investment Decision Among Muslim EPF Members on Simpson Shortlist: The Mediating Effect of Awareness

Main Supervisor: Dr. Muhammad Faridha Mohamad Haris, Senior Lecturer, Arshad Ayub Graduate Business School (AAGBS), UTM Shah Alam

Co-Supervisor: Prof. Dr. Norhanisah Md Nur, Professor, Arshad Ayub Graduate Business School (AAGBS), UTM Shah Alam

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AAGBS Student VIVA VOCE



Congratulations!
NURUL ATIQA MOHD AZLAN

Congratulations to Nurul Atiqah Mohd Azlan, AAGBS – Doctor of Philosophy (Business Management) (PhD) for completing her PhD VIVA on 19 July 2024.

Thesis Title:
The Individual Determinants of Presenteeism: The Mediation of Psychological Distress Among Academics in Malaysia

Main Supervisor: Prof. Dr. Syed Amal Ayub Nizam, Syed Muhammad Professor, Arshad Ayub Graduate Business School (AAGBS), UTM Shah Alam

Co-Supervisor: Assoc. Prof. Dr. Akhuzaif Bin Ridwan, Associate Professor, Faculty of Communication and Media Studies, UTM Shah Alam

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AAGBS Student VIVA VOCE



Congratulations!
NURUL LIZZAN KAMARUDIN

Congratulations to Nurul Lizzan Kamarudin, AAGBS – Doctor of Business Administration (DBA) for completing her DBA VIVA on 10 July 2024.

Thesis Title:
Exploring Leadership Styles and Attributes in Enhancing the Business Performance of Single Mother Entrepreneurs in Sarawak

Main Supervisor: Assoc. Prof. Dr. Jali Kusuma Ali, Associate Professor, Faculty of Business and Management, UTM

Co-Supervisor: Dr. Muhammad Abdullah, Senior Lecturer, Faculty of Business and Management, UTM

Congratulations!

AAGBS Student VIVA VOCE

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ARSHAD AYUB GRADUATE BUSINESS SCHOOL

AAGBS Student VIVA VOCE



Congratulations!
SITI HADIJAH ZULKIFLY

Congratulations to Siti Hadijah Zulkifly, AAGBS - Doctor of Philosophy (Business Management) (PhD) for completing her PhD VIVA on 19 July 2024.

Thesis Title:
Payment Gateway Adoption by Women-Owned Micro, Small and Medium Enterprises (MSMEs) in Apparel Retail Sector: Mediation Effect of A-Bridge

Main Supervisor: Assoc. Prof. Dr. Mohamed Nizam Jusoff
Associate Professor
Arshad Ayub Graduate Business School, UTM Shah Alam

Co-Supervisor 1: Prof. Dr. Ismail Ahmad
Professor
Arshad Ayub Graduate Business School, UTM Shah Alam

Co-Supervisor 2: Dr. Wan Mohd Han Wan Omar
Senior Lecturer
Faculty of Business and Management, UTM

ARSHAD AYUB
ARSHAD AYUB GRADUATE BUSINESS SCHOOL

AAGBS Student VIVA VOCE



Congratulations!
SITI NORRAISHAH HJ MUSNEH

Congratulations to Siti Norraishah HJ Musneh, AAGBS - Doctor of Business Administration (DBA) for completing her DBA VIVA on 26 January 2024.

Thesis Title:
Examining The Mediating Role of Innovative Work Behaviour in the Relationship Between Innovative Climate and Performance of Service Sector MSMEs in Sabah

Main Supervisor: Assoc. Prof. Dr. Sybilie H Mohd Azwa Anand
Associate Professor
Faculty of Business Management, UTM Sabah

Co-Supervisor: Prof. Dr. Ruzaimah Mohd Razali
Professor
Faculty of Business, UTM International University

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ARSHAD AYUB GRADUATE BUSINESS SCHOOL

AAGBS Student VIVA VOCE



Congratulations!
SITI NORBAYA MOHD RASHID

Congratulations to Siti Norbaya Mohd Rashid, AAGBS - Doctor of Business Administration (DBA) for completing her DBA VIVA on 12 July 2024.

Thesis Title:
The Determining Factors of Consumer Adoption Intention on Branchless Banking: The Moderating Effect of E-Lifestyle

Main Supervisor: Assoc. Prof. Dr. Sharmeen Hanuman
Associate Professor
Faculty of Business and Management, UTM

Co-Supervisor: Dr. Adia Zainab Bahar
Senior Lecturer
Faculty of Business and Management, UTM

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ARSHAD AYUB GRADUATE BUSINESS SCHOOL

AAGBS Student VIVA VOCE



Congratulations!
SYAHRUIL NADWANI ABDUL RAHMAN

Congratulations to Syahruil Nadwani Abdul Rahman, AAGBS - Doctor of Business Administration (DBA) for completing her DBA VIVA on 18 July 2024.

Thesis Title:
Investigating The Mediating Effect of Business Innovation and The Moderating Effect of Entrepreneurial Orientation Towards Organizational Resilience in Malaysia SMEs

Main Supervisor: Dr. Nurhidayah Ali
Senior Lecturer
Faculty of Business and Management, UTM

Co-Supervisor: Dr. Azyyati Anwar
Senior Lecturer
Faculty of Business and Management, UTM

ARSHAD AYUB
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AAGBS Student VIVA VOCE



Congratulations!
TANTY HUSIN

Congratulations to Tanty Husin, AAGBS - Doctor of Business Administration (DBA) for completing her DBA VIVA on 24 January 2024.

Thesis Title:
The Relationship Between User Satisfaction and Information Technology Perceptions of Online Banking Users in Penang: The Mediating Effect of Trust

Main Supervisor: Dr. Sarah Sahar Ahmad
Senior Lecturer
Faculty of Business Management, UTM Sabah

Co-Supervisor: Dr. Adhaneza Zakaria
Senior Lecturer
Faculty of Business and Management, UTM Sabah

ARSHAD AYUB
ARSHAD AYUB GRADUATE BUSINESS SCHOOL

AAGBS Student VIVA VOCE



Congratulations!
TUAN SITI MASTAZAMATIN LONG TUAN KECHIK

Congratulations to Tuan Siti Mastazamatin Long Tuan Kechik, AAGBS - Doctor of Business Administration (DBA) for completing her DBA VIVA on 19 July 2024.

Thesis Title:
The Mediating Role of Social Media Adoption on SMES Performance in Kelantan

Main Supervisor: Dr. Azyyana Lugman
Senior Lecturer
Faculty of Business and Management, UTM

Co-Supervisor: Dr. Anis Azzam Adam
Senior Lecturer
Arshad Ayub Graduate Business School (AAGBS), UTM Shah Alam

ARSHAD AYUB
ARSHAD AYUB GRADUATE BUSINESS SCHOOL

AAGBS Student VIVA VOCE



Congratulations!
UMI NAZIRA RAFIE

Congratulations to Umi Nazira Rafie, AAGBS - Doctor of Business Administration (DBA) for completing her DBA VIVA on 22 July 2024.

Thesis Title:
Mitigating Turnover Intention among Early Career Academicians (ECA) in Malaysia Private Higher University: Influence of Workplace Outcomes, Career Adaptability, Intrinsic Motivation and Work Engagement.

Main Supervisor: Dr. Surinjit Bhatti
Senior Lecturer
Arshad Ayub Graduate Business School, UTM Shah Alam

Co-Supervisor: Prof. Dr. Norhashah Hani Hani
Associate Professor
Arshad Ayub Graduate Business School, UTM Shah Alam

ARSHAD AYUB
ARSHAD AYUB GRADUATE BUSINESS SCHOOL

AAGBS Student VIVA VOCE



Congratulations!
YUSSRI SAWANI

Congratulations to Yussri Sawani, AAGBS - Doctor of Business Administration (DBA) for completing her DBA VIVA on 23 July 2024.

Thesis Title:
Institutional Factors Influencing Online Sustainable Development Goals (SDGs) Initiatives Disclosure in Higher Education Institutions

Main Supervisor: Prof. Dr. Carlos Joseph
Professor
Faculty of Accounting, UTM

Co-Supervisor: Assoc. Prof. Dr. Leong Siew Hoo
Associate Professor
College of Computing, Informatics and Humanities, UTM

Congratulations!

AAGBS Student

Defence Research Proposal (DRP)

Congratulations!
Defence Research Proposal
21 August 2024



Congratulations to Ahmad Aashri Mohamad, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
Lean Supply Chain Practices Towards Operational Performance in Royal Malaysian Navy: The Moderating Roles of Firm Size

Supervisor: Prof. Ts. Dr. Veera Pandeyan A/L, Katiyani Sundaram (FBM, UTM)

Co-Supervisor: Dr. Nurri Zalina Mohamed Razali (FBM, UTM)

Congratulations!
Defence Research Proposal
30 August 2024



Congratulations to Ahmad Aid Tahir Ahmad Latiff, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
The Determinants for MSMEs Competitiveness in The Services Sector in The Klang Valley, Malaysia: The Moderating Effect of Financial Access

Supervisor: Dr. Sharizan Shorkawi (AAGBS, UTM)

Co-Supervisor: Dr. Asifina Haniff (AAGBS, UTM)

Congratulations!
Defence Research Proposal
4 November 2024



Congratulations to Ahmad Rafiq Mohamed, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
The Relationship Between Employee Development, Flexible Work Arrangements, And Managerial Support With The Retention Of Gen Z Employees: Perceived Positive Reciprocity As A Moderator

Supervisor: Assoc. Prof. Dr. Shereen Noranee (FBM UTM)

Co-Supervisor: Dr. Suriano Ramli (AAGBS UTM)

Congratulations!
Defence Research Proposal
4 January 2024



Congratulations to Ayesha Aqilah M. Hafifi, AA995 - Doctor of Philosophy (Business Management) on passing your Defence Research Proposal (DRP).

Proposed Title:
Assessing Agile Marketing Practices By Omnichannel Retailers in Malaysia

Supervisor: Assoc. Prof. Dr. Nor Inwai Mohd Isahar (AAGBS, UTM)

Co-Supervisor: Dr. Sharizan Shorkawi (AAGBS, UTM)

Congratulations!
Defence Research Proposal
29 March 2024



Congratulations to Aaliya Saad, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
The Impact Of Training & Development, Job Embeddedness And Flexible Working Arrangements On Talent Retention Among Young Generation In Pharmaceutical Companies In Malaysia: Moderating Effect Of Transformational Leadership

Supervisor: Assoc. Prof. Dr. Shereen Noranee (FBM UTM)

Co-Supervisor: Dr. Nursoadiah Nisak Ahmad (FBM UTM)

Congratulations!
Defence Research Proposal
21 March 2024



Congratulations to Egbeyemi Oladele Kefayat, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
Analysis Of Green Human Resource Management And Organizational Sustainability Among Manufacturing Organizations In Nigeria

Supervisor: Dr. Suriano Ramli (AAGBS UTM)

Co-Supervisor: Assoc. Prof. Dr. Noorizah Mohd Salleh (FBM UTM)

Congratulations!
Defence Research Proposal
25 March 2024



Congratulations to Imanurrahman Ismail, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
The Influence Of Quality Of Working Life, Emotional Demands, And Values-Based Leadership Towards Public Sector Employees' Performance: The Mediating Role Of Happiness At Work

Supervisor: Assoc. Prof. Dr. Wan Kalthom Yahya (FBM UTM)

Co-Supervisor: Dr. Hani Zawati Hoshim (FBM UTM)

Congratulations!
Defence Research Proposal
1 July 2024



Congratulations to Isah Ismail, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
The Mediating Effect of Digital Maturity on Dynamic Capabilities and Competitive Advantage in Malaysia Oil and Gas Sector

Supervisor: Assoc. Prof. Dr. Hodjih Ibrahim (AAGBS UTM)

Congratulations!
Defence Research Proposal
14 November 2024



Congratulations to Md Kamel Fauzi Ahmad, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
Exploring TVET Governance in Malaysia

Supervisor: Assoc. Prof. Dr. Harwino Bosman (AAGBS UTM)

Co-Supervisor: Dr. Suriano Ramli (AAGBS UTM)

Congratulations!
Defence Research Proposal
6 March 2024



Congratulations to Mohd Rafiqi Subhan, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
The Effect Of Professional Competency And Individual Experience On Employee Performance Mediating By Situational Leadership Style

Supervisor: Assoc. Prof. Dr. Abdul Kadir Othman (IBE UTM)

Co-Supervisor: Dr. Sharizan Shorkawi (AAGBS UTM)

Congratulations!
Defence Research Proposal
4 November 2024



Congratulations to Mohamed Nasser Mgi Yusef, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
The Relationship Between Knowledge Absorption Capability, Strategic Human Capital Leveraging And Organization's Competitive Performance: The Mediating Role Of Dynamic Strategic Capabilities

Supervisor: Assoc. Prof. Dr. Shereen Noranee (FBM UTM)

Co-Supervisor: Dr. Suriano Ramli (AAGBS UTM)

Congratulations!
Defence Research Proposal
26 June 2024



Congratulations to Muhamed Saifullah Muhamadaw, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
The Impact of Digital Technologies on Collaborative Innovation For Value Creation In Small And Medium Enterprises (SMEs): A Qualitative Explanation

Supervisor: Assoc. Prof. Dr. Hodjih Ibrahim (AAGBS UTM)

Co-Supervisor: Assoc. Prof. Dr. Nor Inwai Mohd Isahar (AAGBS UTM)

Congratulations!

AAGBS Student

Defence Research Proposal (DRP)

Congratulations!
Defence Research Proposal
5 September 2024

Congratulations to Muhammad Haziq Muhammad, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
Exploring The Sustainable Decision-Making Framework Using Qualitative Approach and Analytical Hierarchy Process (AHP) To Overcome The Slow Adoption Rate of Solar Energy Systems (SES) Among Household Consumers In Malaysia

Main Supervisor: Assoc. Prof. Dr. Mior Harris Mior Harun (INTEC Education College) | **Co-Supervisor:** Prof. Dr. Tan Peck Leang (AAGBS, UTM)

Congratulations!
Defence Research Proposal
5 September 2024

Congratulations to Muhd Fariduddin Alhar Mohd Nor, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
Promoting Employee's Happiness Through Organizational Factors and Mental Health

Main Supervisor: Assoc. Prof. Dr. Abdul Kadir Othman (FBM, UTM) | **Co-Supervisor:** Dr. Alisa Ibrahim (AAGBS, UTM)

Congratulations!
Defence Research Proposal
7 June 2024

Congratulations to Nina Idaya Anwar, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
An Exploratory Study On Local Coconut Farmers Acceptance Of New Seeds Innovation For High-Cultivations Of Coconut Production In Malaysia

Main Supervisor: Prof. Dr. Tan Peck Leang (AAGBS, UTM) | **Co-Supervisor:** Dr. Haniffah Md Yusop (AAGBS, UTM)

Congratulations!
Defence Research Proposal
29 April 2024

Congratulations to Navaida Asman, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
Career Adaptability (CA) In Early-Career Employees (ECE): A Qualitative Study From The Perspective Of Line Managers

Main Supervisor: Prof. Dr. Norazah Mat Nor (AAGBS, UTM) | **Co-Supervisor:** Prof. Dr. Narehan Hassan (FBM, UTM)

Congratulations!
Defence Research Proposal
16 August 2024

Congratulations to Narehah Mohd Nor, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
Analysing The Factors Influencing AI Adoption Among Malaysian Public Sector Employees: The Mediating Effect Of AI Literacy

Main Supervisor: Assoc. Prof. Dr. Mior Harris Mior Harun (INTEC Education College) | **Co-Supervisor:** Prof. Dr. Norazah Mat Nor (AAGBS, UTM)

Congratulations!
Defence Research Proposal
5 September 2024

Congratulations to Nurjahlida Anwar, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
Factors Influencing International Students' Decision-Making In Selecting International Branch Campuses (IBCS) In Malaysia: The Role Of Nationality As Moderator

Main Supervisor: Assoc. Prof. Dr. Mior Harris Mior Harun (INTEC Education College) | **Co-Supervisor:** Prof. Dr. Tan Peck Leang (AAGBS, UTM)

Congratulations!
Defence Research Proposal
7 March 2024

Congratulations to Nur Fadzilah Hani Husain, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
Retirement Readiness: Factors Influencing Young Adults Employees, Retirement Planning Behavior With Savings Intention As A Mediator

Main Supervisor: Dr. Soriana Romli (AAGBS, UTM) | **Co-Supervisor:** Assoc. Prof. Dr. Herwina Rosnan (AAGBS, UTM)

Congratulations!
Defence Research Proposal
5 March 2024

Congratulations to Nur Fazana Aami, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
The Mediating Role Of Behavioural Intention Towards Technology Adoption Among Crop Yield Farmers In Malaysia

Main Supervisor: Dr. Arlinah Abd. Rashid (AAGBS, UTM) | **Co-Supervisor:** Dr. Azlina Haniff (AAGBS, UTM)

Congratulations!
Defence Research Proposal
8 January 2024

Congratulations to Nurul Afliah Kamaruddin, AA995 - Doctor of Philosophy (Business Management) on passing your Defence Research Proposal (DRP).

Proposed Title:
The Relationship Between Organizational Change Management, Digital Innovation And Business Performance Of SMEs In Digital Business

Main Supervisor: Assoc. Prof. Dr. Hadjih Ibrahim (AAGBS, UTM) | **Co-Supervisor:** Dr. Norliza Che Yohya (FBM, UTM)

Congratulations!
Defence Research Proposal
11 January 2024

Congratulations to Razana Norwati, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
Business Model For Sustainability: Exploring Corporate Entrepreneurship And Innovation Capability Of An SME In Malaysian ICT Industry

Main Supervisor: Assoc. Prof. Dr. Hadjih Ibrahim (AAGBS, UTM)

Congratulations!
Defence Research Proposal
6 May 2024

Congratulations to Sheriah Begam Abdul Rahman, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
Moderating Role Of Risk Tolerance In Theory of Planned Behaviour: A Study of Unit Trust Investment Decision Among Youth In Klang Valley

Main Supervisor: Assoc. Prof. Dr. Mohamad Nizam Jaafar (AAGBS, UTM) | **Co-Supervisor:** Dr. Maryam Jameelah Mohd Hashim (FBM, UTM)

Congratulations!
Defence Research Proposal
1 April 2024

Congratulations to Shazwanah Abdul Wahab, AA995 - Doctor of Philosophy (Business Management) on passing your Defence Research Proposal (DRP).

Proposed Title:
Understanding Human-AI Integration In The Agriculture Sector Factors Influencing The Adoption Of Innovations

Main Supervisor: Prof. Dr. Norazah Mat Nor (AAGBS, UTM) | **Co-Supervisor:** Ir. Dr. Aminul Abd. Rashid (COE, UTM)

Congratulations!

AAGBS Student

Defence Research Proposal (DRP)

Congratulations!
Defence Research Proposal
22 January 2024

Congratulations to Sheema Lisa Miri, AAR01 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
Strategic Insights: Deciphering Customer Sentiment And Language Use For Enhanced Service Quality In Airasia During Pandemic Phases

Panel Supervisors:
Prof. Dr. Anisah Zainuddin (Faculty of Business and Management, UTM)
Dr. Maswiah Mohamad (College of Computing, Informatics and Mathematics, UTM)

Congratulations!
Defence Research Proposal
18 September 2024

Congratulations to Wan Amiera Wan Jusah, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
Investigating Online Purchase Intention with Augmented Reality (AR) Mobile Apps in Cosmetic Products: The Mediating Effect of Positive Emotion

Panel Supervisors:
Assoc. Prof. Dr. Nur Irvani Mohd Iahar (AAGBS UTM)
Assoc. Prof. Dr. Anis Fikrye Aziz (FBM UTM)

Congratulations!
Defence Research Proposal
27 May 2024

Congratulations to Zhang Bo, AA995 - Doctor of Philosophy (Business Management) on passing your Defence Research Proposal (DRP).

Proposed Title:
Determinants Of Enterprises' Utilising Headhunter Service Intention: An Application Of The Extended Unified Theory Of Acceptance And Use Of Technology (UTAUT2)

Panel Supervisors:
Prof. Dr. Norazah Mat Nor (AAGBS UTM)
Dr. Sarwana Ramli (AAGBS UTM)

Congratulations!
Defence Research Proposal
26 April 2024

Congratulations to Zuliana Zainal Abidin, AA901 - Doctor of Business Administration (DBA) on passing your Defence Research Proposal (DRP).

Proposed Title:
The Relationship Between Transformational And Ambidextrous Leadership Styles, Innovative Climate And Innovative Work Behaviours Among Middle Managers In Public Service Organization

Panel Supervisors:
Assoc. Prof. Dr. Ahmad Fadhly Arham (FBM, UTM Bandaraya Melaka)
Dr. Shaiful Azlan Abdul (FBM, UTM Jengka)

**RESEARCH,
CONSULTANCY,
PUBLICATION,
STUDENT
DEVELOPMENT
AND ALUMNI**

TEAM MEMBERS

RESEARCH, CONSULTANCY, PUBLICATION, STUDENT DEVELOPMENT AND ALUMNI



**ASSOC. PROF. DR.
HERWINA ROSNAN**

Deputy Dean
(Research, Consultancy, Publication
& Student Development)



**DR. ZOEL-FAZLEE
OMAR**

Coordinator Student
Development & Alumni



DR. SURIANA RAMLI

Coordinator
Research and Innovation



**SYAHIDATUL AKMAL
DZULKARNAIN**

Executive Officer



**NUR AZA ATIQA
MAD ZAHIR**

Clerk

ABOUT

The research and consultancy unit at the Arshad Ayub Graduate Business School serves to promote and disseminate information on research, consultancy and research publication in line with UiTM's vision. All our academic staff members are involved in research activities with funding from the University as well as from the industry and other government funding agencies. The research interests span across various business disciplines from human resource, corporate governance, leadership, consumer behaviour, marketing, management, finance, and Islamic banking.

The unit also facilitates publishing research findings in high impact journals to enhance reputation and ranking of the Arshad Ayub Graduate Business School. To ensure continuous research and consultancy activities the unit is bringing in together international researchers, by engaging in international and industry partners in research partnership and service engagements. In addition, our unit facilitates collaboration in multidisciplinary disciplines to meet the ever-changing needs of the industries.

RESEARCH ETHICS

The Research Ethics Committee (REC) of Universiti Teknologi Mara (UiTM) was established to oversee all of the research being conducted in this institution with the goals to produce valid results as well as ensuring the welfare, dignity and rights of research participants. It was approved by the Vice-Chancellor of UiTM in 2004. Currently, the REC is a unit under the Office of Deputy Vice-Chancellor (Research and Innovation). The REC consists of 13 members from UiTM, other academic institutions and also from the public. Since its inception, the REC has received many applicants. Meetings are held on the third Tuesday of every month.

The specific objectives of the REC are to examine ethical issues in research proposals and to ensure that the research projects conducted at UiTM are following the national and international guidelines stipulated in the Good Clinical Practice Guideline, Ministry of Health (MOH), Malaysia and the Declaration of Helsinki, World Medical Association (WMA). All research proposals involving human subjects in UiTM must be approved by the UiTM REC prior to the commencement of the research. Research involving facilities of the MOH requires approval from the Medical and Research Ethics Committee (MREC) of the MOH.

AAGBS Student Association (ASAS) is a student-led organization designed to represent and advocate for the interests and concerns of the student body. ASAS purpose is to serve as a bridge between the students and the faculty administration. ASAS has involved in many activities for instance, hosting workshops, seminars, and study groups to support academic success. Besides, ASAS responsible in facilitating volunteer opportunities and community service projects. Dr. Zoel-Fazlee Omar act as the coordinator of Student Development and AAGBS Alumni.

ASAS REPRESENTATIVE COMMITTEE 2023/2024





Persatuan Alumni
AAGBS - UiTM

ALUMNI

AAGBS ALUMNI

The University recorded 6875 AAGBS's alumni since 1994. The School starts to actively engage with the alumni since 2015, for career development events with the students. The School is in the process of tracing and tracking successful alumni since 2017 through LinkedIn and others.

One of our alumnus is Dato' Sri Dr Irmohizam Ibrahim who recently obtained his MBA in 2020. He is currently the Executive Director of World Trade Centre Kuala Lumpur. Dato' Sri is the first Malaysian named as the Chair of Conferences & Exhibitions Asia Pacific (APAC) and a Member Advisory Council (MAC), World Trade Center's Association (WTCA). A lawyer by training, his interest extends beyond the legal profession into adult and professional development, obtaining his PhD in this area, and business management, with an MBA from AAGBS. Dato' Sri is a Board Member of UiTM and is a chairperson or Board of Director of several other organizations. He also plays an advisory role in Ministry of Agriculture and Food Industry Malaysia (MAFI) and a think tank member of Ministry of National Unity Malaysia. Dato' Sri's latest accolade is the appointment as a guest professor of Center of Malaysia Scholars, College of international Relations, HuaQiao University in China from 2021 to 2026.

AAGBS ALUMNI COMMITTEE 2023/2024



KPI & PI ACHIEVEMENTS STATUS (RDIC)

PI NO.	Performance Indicator (PI)	Target 2024	Achievement Status	% Achievement
PI039	Number of indexed publication: Conference proceedings in SCOPUS/WoS and Journal in SCOPUS/WoS/ERA.	34	43	100%
PI051	Number of high impact publications	2	1	50%
PI052	Number of publication in QS subject ranking journal	7	8	100%
PI053	Number of indexed joint publication with National collaborators	5	8	100%
PI054	Number of indexed joint publication with Industry collaborators	7	4	57%
PI055	Number of indexed joint publication with International Collaborators	20	3	15%
PI056	Number of indexed publication: Journal in MyCite	10	16	100%
PI057	Number of publication published by UiTM Press and other publishers	5	6	100%
PI061	Number of principal investigators (PI) for research grants: National funded	12	16	100%
PI062	Number of principal investigators (PI) for research grants: Industrial funded	1	0	0%
PI063	Number of principal investigators (PI) for research grants: International funded	4	3	75%
PI064	Total amount of research grants: National funded	240,000	151,070	63%
PI065	Total amount of research grants: Industrial funded	59,500	0	0%
PI066	Total amount of research grants: International funded	80,000	0	0%

■ 100% Achievement
 ■ >50% to 80% Achievement
 ■ <50% Achievement

Achievements as December 2024

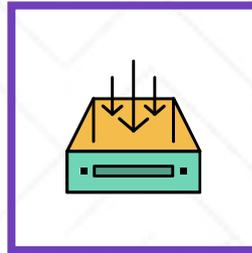
GRANT ACHIEVEMENTS



34
Projects



18
Lead Researcher

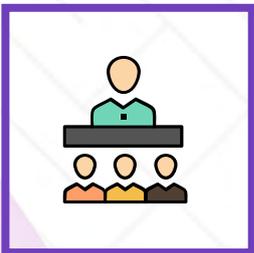


RM1.4M
Total Funding



RM821.5K
Single Grant

RM1,433,125.00



33
No. of Staff



28
Total Corresponding
Author



81
Total Publications
(Indexed Journals, Indexed Proceedings,
MyCite & Non-Indexed Journals)

85%
Corresponding Author

GRANT ACHIEVEMENTS



Azlina Hanif
RM836,560



Wahida Ahmad
RM114,000



Wan Mohd Al Faizee
Wan Ab Rahaman
RM112,000



Hadijah Iberahim
RM94,755



Arlinah Abd Rashid
RM85,810



Herwina Rosnan
RM35,000



Norzanah Mat Nor
RM30,000



Nor Irvoni Mohd Ishar
RM25,000



Suriana Ramli
RM20,000



Nur Arfah Mustapha
RM20,000



Sharifah Faigah
Syed Alwi
RM15,000



Siti Zaleha Sahak
RM10,000



Sharizan Sharkawi
RM10,000



Nur Hazimah Amran
RM5,000



Nooraini
Mohamad Sheriff
RM5,000



Hamidah Md Yusop
RM5,000



Alisa Ibrahim
RM5,000



Zoel-Fazlee Omar
RM5,000

RM1,433,125.00

GRANT ACHIEVEMENTS

NO	LEAD RESEARCHER'S	TITLE	COST (RM)
1	Alisa Ibrahim	ANALYSING THE IMPACT OF HEALTH AWARENESS CAMPAIGNS AND ...	5,000.00
2	Arlinah Abd Rashid	A NEW MODEL TO INCREASE THE INTENTION TO USE E-WALLETS...	85,810.00
3	Azlina Hanif	OVERCOMING DIGITAL DIVIDE IN EUROPE AND SOUTHEAST ASIA...	821,560.00
4		EXPLORING AGRICULTURE STAKEHOLDERS BEHAVIOUR INTENTION...	10,000.00
5		THE IMPACT OF THE RELATIONSHIP BETWEEN LEADERSHIP SERVAN...	5,000.00
6	Hadijah Iberahim	CHALLENGES AND OPPORTUNITIES IN DIGITAL TRANSFORMATION T...	94,755.00
7	Hamidah Md Yusop	EXPLORING POTENTIAL FACTORS INFLUENCING THE ADOPTION OF ...	5,000.00
8	Herwina Rosnan	AN EXPLORATORY STUDY ON MANAGEMENT INNOVATION PRACTI...	10,000.00
9		AN EXPLORATORY STUDY OF ORGANIZATIONAL AGILITY OF AUTON...	10,000.00
10		A STUDY ON SUSTAINABILITY OF SMALLHOLDER FARMERS...	5,000.00
11		DEVELOPING SOCIAL IMPACT ASSESSMENT FOR MSME COMMUNITY...	5,000.00
12		A STUDY ON THE SUSTAINABILITY PRACTICES OF SMALLHOLDER FA...	5,000.00
13	Nooraini Mohamad Sheriff	MARKETING COMMUNICATION, PHYSICAL SERVICESCAPE AND SERV...	5,000.00
14	Nor Irvoni Mohd Ishar	STIMULI OF CONTINUANCE INTENTION IN USING E-HAILING SERVI...	10,000.00
15		INFLUENCER PERSONALITY, ENTERTAINMENT VALUE, AND INFOR...	10,000.00
16		RE-CONCEPTUALIZING BRAND EQUITY FOR LOCAL START-UPS: A CU...	5,000.00
17	Norzanah Mat Nor	WORKFORCE DIVERSITY AND EMPLOYEE PERFORMANCE: THE MODE...	10,000.00
18		ORGANIZATIONAL BEHAVIOUR AND ORGANIZATIONAL CITIZENSHIP...	10,000.00
19		PATHWAYS AND MECHANISMS FOR ORCHESTRATING SOCIAL INNO...	5,000.00
20		THE ADOPTION OF INDUSTRY 4.0 AMONG SERVICE SECTOR SMEs...	5,000.00
21	Nur Arfah Mustapha	CHALLENGES AND OPPORTUNITIES IN EDUCATION AND TRAINING...	20,000.00
22	Nur Hazimah Amran	SCRUTINIZING GLOBAL BANKING FRAGILITY...	5,000.00
23	Sharifah Faigah Syed Alwi	TA'WIDH (COMPENSATION) AND GHARAM (PENALTY) CHARGES IN ...	10,000.00
24		EXPLORING THE POTENTIAL OF USING ZAKAT FUNDS OF ISLAMIC BA...	5,000.00
25	Sharizan Sharkawi	EXPLORING TALENT MANAGEMENT PRACTICES TOWARDS THE SUST...	10,000.00
26	Siti Zaleha Sahak	SALIENT CONTRIBUTORS OF ADOPTION OF PREMIUM MUSIC STRE...	10,000.00
27	Suriana Ramli	DETERMINING FACTORS INFLUENCING YOUNG ADULTS EMPLOYEES...	10,000.00
28		THE INFLUENCE OF OSTRACISM, MOTIVATION AND CAREER ADAPT...	10,000.00
29	Wahida Ahmad	MODELLING FINANCIAL SCAM DETECTION WITH THE FUSION OF FIN...	109,000.00
30		CREDIT GROWTH DEEPENING ACROSS-COUNTRY VARIATIONS IN T...	5,000.00
31	Wan Mohd Al Faizee Wan Ab Rahaman	PEMBINAAN KERANGKA DASAR BAHARU BAGI INSTITUSI ISLAM DI M...	78,000.00
32		PEMBINAAN MODEL PERLINDUNGAN HAK PEKERJAAN KANAK-KANAK ...	29,000.00
33		DEVELOPMENT OF SUSTAINABLE ENTERPRISE RISK MANAGEMENT F...	5,000.00
34	Zoel-Fazlee Omar	EFFECT OF E-COMMERCE IMMEDIACY ADAPTATION TOWARDS CON...	5,000.00
TOTAL			1,433,125.00

ACTIVITIES 2024

Conference, Workshops & Research Enhancement

- 1** The 4th AAGBS International Conference on Business Management (AICoBM 2024)
- 2** The International Conference on Management and Marketing (ICMaM 2024)
- 3** International Master in Management Applied Research Award (IMMARA) 2024
- 4** The International Symposium for Asian Management of Technology Education (ISAME 2024) – Joint Research Presentation
- 5** Transforming Research Ideas into Published Works with AI – AI Nexus
- 6** Qualitative Workshop for All – Cardiff University
- 7** Research Grants Application Clinic
- 8** Research Sharing Session – ERASMUS
- 9** Research Enhancement Courses

INDUSTRY LINKAGES & INTERNATIONALIZATION

TEAM MEMBERS

INDUSTRY LINKAGES & INTERNATIONALIZATION



DR. ARLINAH ABD RASHID

Deputy Dean
(Industry Linkages &
Internationalization)



DR. AZLINA HANIF

Coordinator Industry
& International Linkages



DR. HAMIDAH MD YUSOP

Coordinator Corporate
Communication



**NUR AZA ATIQA
MAD ZAHIR**

Clerk



**SYAHIDATUL AKMAL
DZULKARNAIN**

Executive Officer



AZMIL ABD RAHMAN

Web & Graphic Designer

PI ACHIEVEMENTS STATUS

PI NO.	Performance Indicator (PI)	Target 2024	Achievement Status	% Achievement
PI023	Number of collaboration with agencies, industry, NGOs, IPT (local and international)	2	0	0%
PI072	Number of new MoU and MoA with International Industries	1	1	100%
PI073	Number of new MoA with local partners	1	0	0%
PI074	Number of activities under MoA/ MoU with International Industries	3	3	100%
PI081	Number of new MoU/ MoA with international universities	1	3	100%
PI083	Number of MoU/ MoA with Top 300 QS Ranked by Subject (International Universities)	1	2	100%
PI084	Number of international programmes/ activities for active MoU/ MoA for the current year	21	20	95%

■ 100% Achievement
 ■ >50% to 80% Achievement
 ■ <50% Achievement

Achievements as December 2024

ACTIVITIES 2024

Student Mobility (Inbound & Outbound)

- HFT Stuttgart, Germany
- Széchenyi István University Of Győr, Hungary
- Halic University Turkey
- University Of Donja Gorica Montenegro

Staff Mobility (Inbound & Outbound)

- Walailak University, Thailand
- Universitas Airlangga, Indonesia
- HFT Stuttgart, Germany
- Yamaguchi University, Japan
- AGH University of Science and Technology, Krakow, Poland
- University Donja Gorica, Montenegro
- Universitas Paramadina, Indonesia

MoU / MoA

- Glasgow Caledonia University, UK
- Akademia Gorniczo-Hutniva Im. Stanislaw Staszica (AGH) University of Krakow
- EUROMID Academy of Business and Technology
- SDS AI Lab Sdn Bhd
- ICFAI Business School
- Ramaiah Institute of Management
- Nurtigen Geislingen University, Germany

Activities with Industry Partners

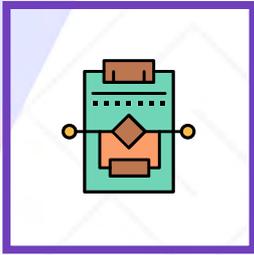
Visiting Professor Talk Series

Industry Talk Series

Appointment of Advisory Boards

Appointment of Adjunct Professors

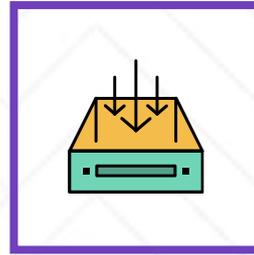
STUDENT & STAFF MOBILITY



10
Student
Inbound



7
Student
Outbound



5
Staff
Inbound



6
Staff
Outbound

Student Mobility (Inbound)

- **HFT Stuttgart, Germany**
 1. Kastriot, Selmani
 2. Kazi, Nourin
 3. Krall, Tobias
 4. Kutsch, Stefanie
 5. Rhattas, Samira
 6. Schneckenberger, Amanda
 7. Speier, Leah Rita
 8. Textor, Justus
 9. Wolf, Maksim
- **Széchenyi István University of Győr, Hungary**
 1. Krudy, Tamas

Staff Mobility (Inbound)

- **HFT Stuttgart, Germany**
 1. Prof Georg Hauer
- **Walailak University, Thailand**
 1. Dr Suchita Manajit
 2. Dr Konrawan Rattanaburi
- **Universitas Airlangga, Indonesia**
 1. Dr Gancar Candra Premananto
- **Yamaguchi University, Japan**
 1. Prof Yoshiyuki Matsuura

Student Mobility (Outbound)

- **HFT Stuttgart, Germany**
 1. Siti Sofia Anwar Vijaya
 2. Mohamad Ariff Shah Mohamed Nazmi
 3. Nurin Qurratuain Mohd Ridzwan
- **Halic University, Turkey**
 1. Ain Sabrina Aliazhar
 2. Nurhidayah Fitiah Effendi
- **University Donja Gorica, Montenegro**
 1. Hilman Roselan
 2. Nur Hazirah Mohamad Shukri

Staff Mobility (Outbound)

- **Walailak University, Thailand**
 1. Assoc. Prof. Dr. Wahida Ahmad
 2. Assoc. Prof. Dr. Mohamad Nizam Jaafar
- **Institute of Modern Technology Montenegro**
 1. Dr Arlinah Abd Rashid
 2. Dr Azlina Hanif
- **Yamaguchi University, Japan**
 1. Dr Nur Arfah Mustafa
- **Krakow University of Economics, Poland**
 1. Assoc. Prof. Dr. Wahida Ahmad

INTERNATIONAL PARTNERS



Bandung Institute of Technology, Indonesia



Chiang Mai University, Thailand



Danang University of Science and Technology, Vietnam



Institute of Development Administration (ICO NIDA), Thailand



Universiti Tenaga Nasional



Halic University, Istanbul, Turkey



Universiti Trisakti, Indonesia



University of Applied Sciences Stuttgart, Germany



Yamaguchi University, Japan



Cardiff University, United Kingdom, England



Istanbul University, Turkey



The Centre for Islamic Finance, University of Bolton, England



Universitas Airlangga, Indonesia



Universiti Teknologi Malaysia



DRB-Hicom University of Automotive Malaysia



University Donja Gorica, Podgorica, Montenegro



Glasgow Caledonian University, Scotland



Woosong University, Korea



University of Hradec Kralove, Czech Republic

Industry Linkages & Internationalization
INDUSTRY PARTNERS



INSTITUTE OF MARKETING MALAYSIA

Institute of Marketing Malaysia



Al Muhsin Consultancy Services



Islamic Banking & Finance
Institute (IBFIM) Malaysia



Tesco Malaysia Sdn. Bhd.



FWD Takaful Berhad



Panasonic Industrial Devices
Malaysia Sdn. Bhd.



Lulu' Hypermaket



INSTITUT MASA DEPAN MALAYSIA

Institut Masa Depan Malaysia



MALAYSIA TRANSFORMER

Malaysia Transformer
Manufacturing (MTM) Sdn. Bhd.



BOSCH

Robert Bosch GmbH



Indah Water Konsortium
Sdn. Bhd.



Weststar Aviation Services
Sdn. Bhd

QUALITY ASSURANCE AND ACCREDITATION

TEAM MEMBERS

QUALITY ASSURANCE AND ACCREDITATION



**ASSOC. PROF. DR.
HADIJAH IBERAHIM**
Head of Quality Management



**DR. NUR ARFAH
MUSTAPHA**
Coordinator Accreditation



**ASSOC. PROF. DR.
SHALIZA ALWI**
Coordinator
Quality Management



**WAN SHAZATUL AZIRA
WAN MOHD FADZLI**
Quality Assistant



**MAHANI
MEOR TAJUDDIN**
Quality Assistant

ABOUT

The Arshad Ayub Graduate Business School (AAGBS) has continuously given attention to providing high quality services, obtaining accreditations and maintaining standards in order to realise the vision and mission of the School. For this purpose, AAGBS has aggressively taken a process-centered approach in its continuous initiatives to improve. The School believes that improving the quality of the teaching and learning process is vital to the School's program assessment and outcome of educational objectives. This will further assist the School in producing graduates on time with the required competency and with a high rate of employability.

The AAGBS Quality Assurance and Accreditation Unit focuses on enhancing the management and administration system of the School by operating efficiently and effectively through its Operational Excellence (OE) since 2016. Apart from monitoring School operations as well as controlling documentation and validation of records, the unit is responsible in facilitating and assisting the management team for performance measurement and review activities. The School maintains good teamwork in ensuring that its objectives are aligned with the requirements of the university. This unit leads the School in maintaining standards of both national and international accreditation bodies. Encompassing the above aspirations and mission, AAGBS has since its establishment, embraced the concept of respect for individuals while maintaining quality culture among all members of the School.

AAGBS QUALITY POLICY

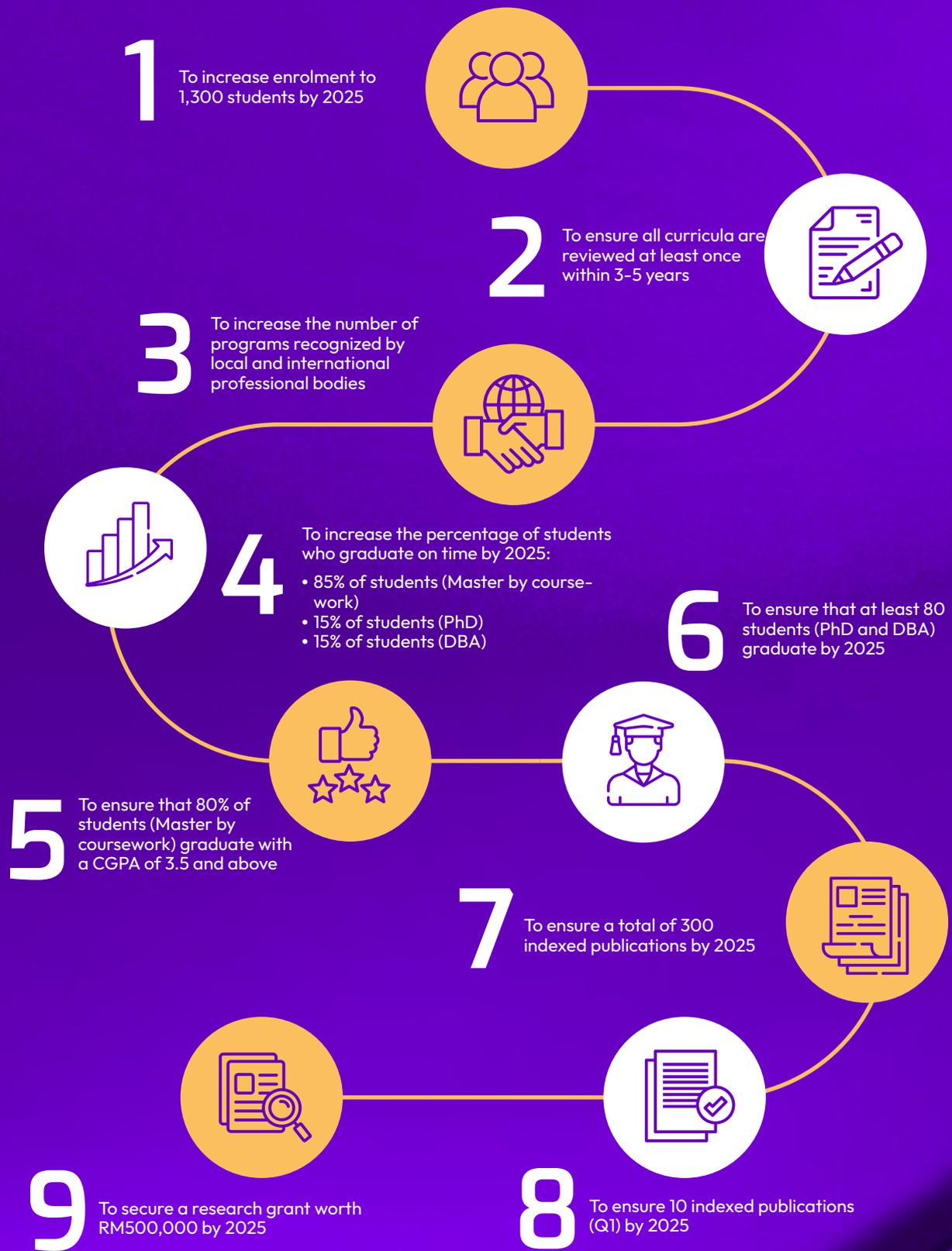


AAGBS is committed to managing academic centers professionally in order to produce Bumiputera graduates who are competitive, global and ethical and always meet the needs of customers.



AAGBS constantly improves the effectiveness and efficiency of quality management through continuous improvement to become a world-class management and business postgraduate center.

AAGBS QUALITY OBJECTIVES





MEMBERSHIP OF AACSB

AAGBS is a member of the Association to Advance Collegiate Schools of Business (AACSB) since 2007 and is fully aware that AACSB accreditation is the hallmark of excellence in business education. Hence, AAGBS is fully committed and determined to earn an AACSB accreditation. The School has taken measures to align our mission with the Business Accreditation Standards, meet Assurance of Learning and pursue ongoing improvement to meet the standards of excellence in order to deliver quality education to our students. The School is currently in the preliminary stage of Eligibility Application.



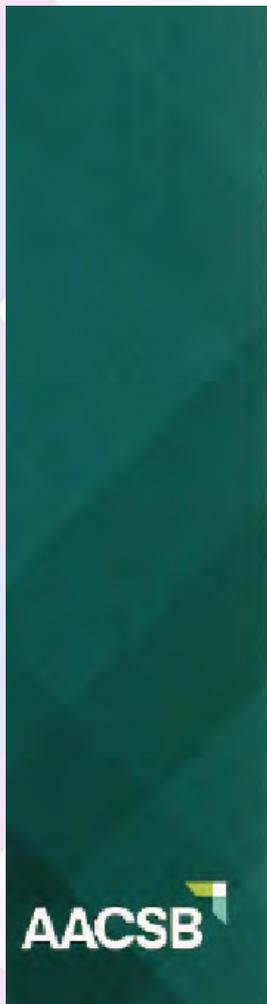
THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS
CERTIFICATE OF MEMBERSHIP

Arshad Ayub Graduate Business School

October 2009

Tom R. Robinson
President and Chief Executive Officer

Caryn Beck-Dudley
Chair, Board of Directors





ABEST21 ACCREDITATION

The accreditation of our MBA program in March 2015 by a respected Japanese international accreditation body, Alliance On Business Education And Scholarship For Tomorrow, A 21st Century Organization (ABEST21) has brought far-reaching implications to both the program and the AAGBS community. Beginning from its membership application in 2011, the School began to subscribe to the aspirations of ABEST21 in humanizing the business education programs while continuing to foster the idea of collaboration, cooperation and mutual understanding among its members and networks. With respect to its accreditation process, all Peer Review Visits have been in-depth, straightforward and focused.

The accreditation process requires School members to have a very carefully planned, systematic method for information gathering and solid teamwork. It has been a tremendous help to the school in setting the right direction for the development of our MBA program, and has helped the School members in further understanding where our existing strengths lie.

Additionally, it provides us with a framework that enables us to demonstrate accountability to our stakeholders. The accreditation process brings our academic community together in reflecting our performance and helps to define targets for coming years. The criteria set is high-level yet realistic, and it challenges the school to pursue continuous improvement in operating and managing the MBA program. More importantly, the accreditation provides us an independent quality test, and demonstrates that our program meets the rigorous standards that are expected of a high-quality Business School by the corporate world.

ACC0109

CERTIFICATE OF MANAGEMENT ACCREDITATION

ABEST21 International

(THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW, a 21st century organization)

Hereby certifies that

MASTER IN BUSINESS ADMINISTRATION PROGRAM

of the

**ARSHAD AYUB GRADUATE BUSINESS SCHOOL at the SHAH ALAM CAMPUS
UNIVERSITI TEKNOLOGI MARA, MALAYSIA**

*has met all or most ABEST21 International Management Accreditation Standards and the quality maintenance and improvement of education and research in the aforementioned program are promising and excellent.
Accreditation commences April 1, 2025 for a five-year period.*

TWENTY-SIXTH OF MAY, TWO THOUSAND AND TWENTY-FIVE

**Professor Emeritus Dr. ITOH Fumio
President and CEO, ABEST21 International**

Quality Assurance And Accreditation
ACTIVITIES 2024

AACSB		
Initial Accreditation Report Submission	The requirement to submit the Initial Accreditation Report was stated in the IAC Letter dated 7 April 2023, with a deadline of May 2024.	The Initial Accreditation Report was submitted on 15 May 2024 through the MyAccreditation system
Chairman's First Visit	<p>Prof. Ongsakul Viput from the National Institute of Development Administration, Bangkok (NIDA) visited AAGBS to review the accreditation status, progress of the process, and required report revisions.</p> <p>Discussion with the AACSB Committee. Discussions with AAGBS Top Management and Academic Units.</p>	Chairman's Visit: 5 March 2024
Audit AACSB 2024	<p>The Progress Report was received, and the IAC invited AAGBS to apply for the 2024 AACSB Audit and to prepare the Self-Evaluation Report (SER).</p> <p>Audit Date: 13-16 October 2024 Peer Review Team:</p> <ol style="list-style-type: none"> 1. Prof Ongsakul, Viput, NIDA Business School, National Institute of Development Administration Thailand 2. Prof Gudmundsson, Amanda, Queensland University of Technology, Australia 3. Prof. Putro, Utomo S. Institut Teknologi Bandung, Indonesia. <p>The audit was conducted over four days at AAGBS.</p>	<p>Initial Accreditation Committee letter dated 25 August 2023</p> <p>Email from Amy Memon, AACSB Regional Office Singapore dated 29 September 2023</p> <p>Pre-visit UiTM Sabah on 3 September 2024</p>
AACSB Standard Briefing, AoL, SoP AoL, & eTeaching File and eCourse File to prospective AACSB auditees	Online briefing to all programme managers and lecturers at AAGBS and Branches who run AAGBS programmes in line with AACSB.	30 August 2024

Quality Assurance And Accreditation
ACTIVITIES 2024

ABEST21

International Accreditation Report and Audit of AAGBS Shah Alam MBA

Preparation and Delivery of *Self Check Report 2024*

Delivery to ABEST21 Japan on 30 June 2024

ABEST21 Audit

Audit Date: 28 to 30 August 2024
 Peer Review Team:

1. Prof. Dr. Fumio Itoh
 (President and CEO, ABEST21 International)
2. Prof. Dr. Zulkornain Yusop
 (ABEST21 International Accreditation Advisor and Former President and CEO, Putra Business School, Malaysia)
3. Yuka Nakagawa
 (ABEST21 Accreditation Manager)
4. Assist. Prof. Dr. Hen Kai Wah
 (International College, Tunghai University, Taiwan)
5. Assoc. Prof. Arief Wibisono Lubis, Ph.D.
 (Faculty of Economics and Business, Universitas Indonesia, Indonesia)
6. Assoc. Prof. Caroline Tan, Ph.D. (University of Tsukuba,

28 to 29 August 2024

ABEST21-Host the *Peer Review Convention (PRC)*

AAGBS coordinated the ABEST21 Peer Review Convention (PRC), hosting 22 Deans from ABEST21-accredited universities for meetings and discussions.

November 2024

ACTIVITIES 2024

<h3>InQKA</h3> <p>Operational Excellence (OE), Vice-Chancellor's Award of Excellence (AKNC), Integrated Quality Management System (iQMS)</p>		
InQKA - Operational Excellence Project 2024	OE reporting for PK Procedures. UiTM.AAGBS. (O).08 Research Project Management Procedures for Master's Programs (ABP & IFE) Leader: Assoc. Prof. Dr. Mohamad Nizam Jaafar	Submitted to the InQKA OPIR System on 1 December 2024
InQKA - Vice-Chancellor's Award of Excellence (AKNC) Project 2024	Preparation of AKNC 2024 Project Scope of Industry and International Networking, namely the Student Mobility Programme – Student Exchange and Dual Degree Program. Head: Dr Arlinah Abd Rashid Deputy Dean of JIA A committee of 11 members prepared the first-ever AAGBS AKNC report.	30 August 2024
iQMS – Management Review Meeting (MKSP) 2024	JKSP – evaluation of the achievement of quality objectives MKSP1 – review of corrective actions and system achievements and innovation proposals and quality system impact studies.	1 September 2024 5 December 2024
InQKA- Self-Review Report 2024	Preparation of Annual Reports and Submission to InQKA.	Delivery to InQKA on October 23, 2024

AAGBS - AACSB

**A 2024 JOURNEY
TOWARDS
ACCREDITATION**



AACSB
ACCREDITED

AAGBS - AACSB

A 2024 JOURNEY TOWARDS ACCREDITATION



12 AUGUST 2024

ASSOCIATION OF ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (AACSB) BRIEFING

Arshad Ayub Graduate Business School (AAGBS) UiTM Shah Alam hosted a pivotal AACSB briefing, designed to prepare for the upcoming PRT Chair Visit scheduled from September 2 to 5, 2024. This important session aimed to provide insights into the accreditation process and the standards set by the AACSB. The briefing attracted a diverse group of nine Program Coordinators and Heads of Postgraduate Studies from across the nation, representing the campuses of Johor, Melaka, Perak, Penang, Kedah, Terengganu, Kelantan, Sabah, and Sarawak. Their collective expertise and participation underscored the collaborative spirit essential for achieving AACSB accreditation. Facilitated by the esteemed Assoc. Prof. Dr. Hadijah Iberahim, Head of the Quality and Accreditation Unit at AAGBS UiTM Shah Alam, the seminar was an engaging and informative experience, equipping attendees with the knowledge and strategies necessary to excel in the accreditation journey. As the school prepares for this significant event, the commitment to maintaining the highest standards of quality and excellence in business education remains at the forefront.



26 AUGUST 2024

AACSB WORKSHOP WITH PROFESSOR DR. CHE RUHANA ISA@MOHAMED ISA

We had the honor of welcoming Professor Dr. Che Ruhana Isa@Mohamed Isa from Universiti Malaya (UM) as our guest for a session on AACSB accreditation. Held at Hotel UiTM Shah Alam, the event was a remarkable success and provided invaluable insights into the accreditation process. Professor Dr. Che Ruhana delivered a comprehensive analysis of the AACSB accreditation process, sharing her extensive knowledge and experience. Attendees received practical guidance and strategies for effectively preparing for the Peer Review Team (PRT) visit, helping them navigate the accreditation process with greater confidence.

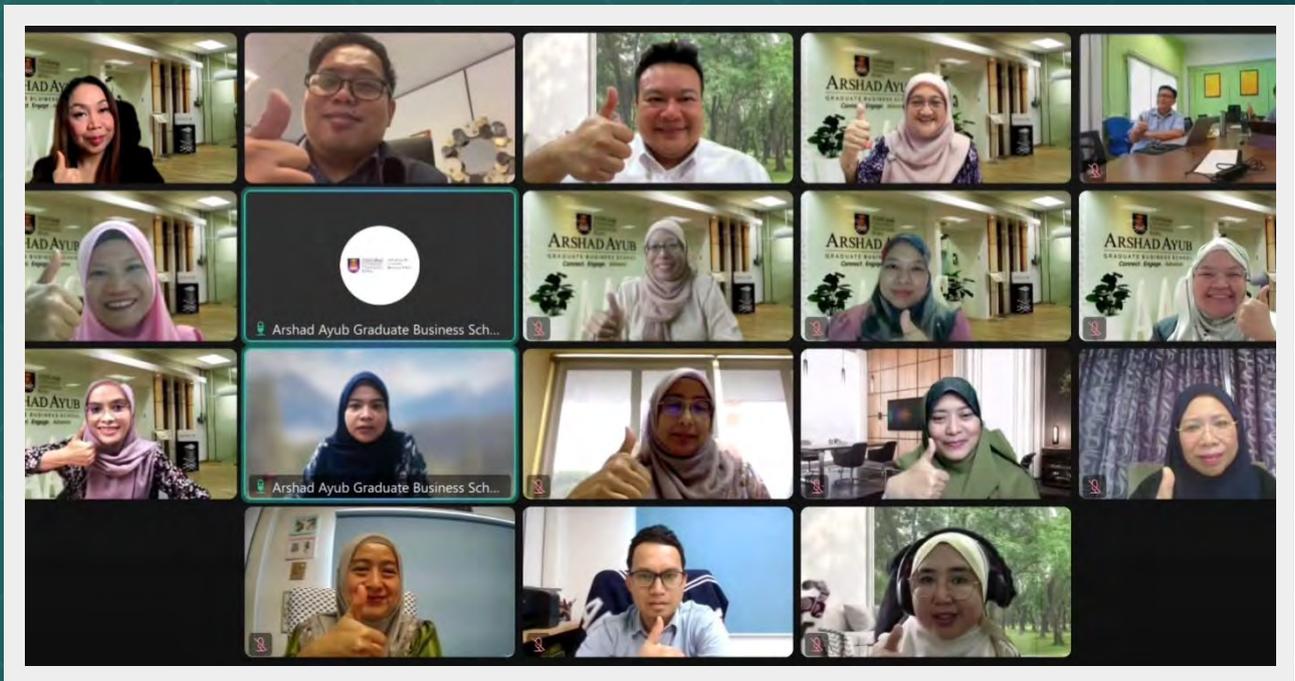
The session featured an engaging Q&A segment, where participants had the opportunity to discuss specific challenges and solutions with Professor Dr. Che Ruhana. We extend our heartfelt gratitude to Professor Dr. Che Ruhana Isa@Mohamed Isa for her invaluable insights into the accreditation process and to all who attended the session. Your participation made the event a success and contributed to a deeper understanding of AACSB accreditation. Special thanks go to the AAGBS Quality Assurance and Accreditation team, led by Assoc. Prof. Dr. Hadijah Iberahim (Head of AAGBS Quality Assurance and Accreditation), along with AAGBS Top Management, Professors, Heads, Coordinators, Lecturers, and Administrative Staff, for their contributions and participation.



3 SEPTEMBER 2024

AACSB ONLINE PEER REVIEW TEAM (PRT) CHAIR VISIT WITH PROFESSOR ONGSAKUL VIPUT

Arshad Ayub Graduate Business School (AAGBS) hosted an AACSB Online Peer Review Team (PRT) Chair Visit with UiTM Sabah Campus on 3rd September 2024. This important meeting was a step forward in our continuous commitment to quality assurance and academic excellence. The review team led by Prof. Ongsakul Viput, Chair of the PRT from NIDA Business School, Thailand, engaged with our faculty and administrators to assess our programs and further strengthen our strategies towards achieving the prestigious AACSB accreditation. This collaboration emphasize AAGBS's dedication to delivering top-tier education, in line with global standards. We would like to extend our sincere gratitude to the PRT Chair and UiTM Sabah Campus for their invaluable insights and contributions.



13 OCTOBER 2024

AAGBS PREPARING FOR THE AACSB ACCREDITATION FINAL ROUND

Arshad Ayub Graduate Business School (AAGBS) preparing for the AACSB Peer Review Team (PRT) visit, a crucial milestone in AAGBS's journey toward international accreditation. This final round represents the culmination of years of dedication, continuous improvement, and commitment to meeting the highest global standards in business education.

The visit involved comprehensive evaluations of academic programmes, faculty qualifications, assurance of learning processes, strategic management, and overall institutional effectiveness. It also provided an opportunity for the Peer Review Team to engage with AAGBS leadership, academic staff, students, and administrative personnel to gain a holistic understanding of the School's governance, teaching and learning environment, and strategic direction.



14 - 16 OCTOBER 2024

AACSB PEER REVIEW TEAM (PRT) VISIT 2024

Arshad Ayub Graduate Business School (AAGBS) successfully hosted the AACSB Peer Review Team (PRT) Visit 2024 from 13 to 16 October 2024, marking a significant milestone in AAGBS's journey toward obtaining the prestigious AACSB Accreditation. This final visit represents the culmination of years of dedicated efforts to strengthen academic quality, governance, assurance of learning, faculty engagement, and strategic management in line with international standards for business education.

The Peer Review Team comprised distinguished international academics and accreditation leaders:

- Chair: Prof. Ongsakul Viput, AACSB Continuous Improvement Review Committee (CIRC) Member, NIDA Business School, National Institute of Development Administration (NIDA), Thailand
- Business Member: Prof. Stephen Kelly, Massey Business School, Massey University, New Zealand
- Business Member: Prof. Utomo Sarjono Putro, School of Business and Management, Institut Teknologi Bandung (ITB), Indonesia



Throughout the three-day visit, the PRT engaged in a series of comprehensive meetings, interviews, and evaluations involving AAGBS leadership, academic staff, administrative teams, students, alumni, and key stakeholders. These sessions focused on assessing AAGBS's academic programmes, faculty qualifications, assurance of learning systems, strategic initiatives, and overall institutional effectiveness in meeting AACSB standards.



AAGBS extends its sincere appreciation to all who contributed to the success of this important visit, including the Vice Chancellor, Deputy Vice Chancellor (Research), AAGBS Brand Ambassador, Advisory Board, Perpustakaan Tun Abdul Razak (PTAR), Institute of Quality and Knowledge Advancement (InQKA), AAGBS lecturers from main and state campuses, staff, alumni, and students. The collective commitment, professionalism, and teamwork demonstrated by the entire AAGBS community played a vital role in ensuring the smooth execution of the PRT visit.

As AAGBS awaits the outcome of this final review, the School continues to seek the support, thoughts, and prayers of all stakeholders for a positive result. This milestone reflects not only the pursuit of international recognition but also AAGBS's unwavering dedication to delivering world-class business education. Together, we move forward to make history.



AAGBS - ABEST21

**REACCREDITATION
2024**

MASTER IN BUSINESS ADMINISTRATION (MBA)



ABEST 21
International
ACCREDITED

AAGBS - ABEST21

A 2024 JOURNEY TOWARDS REACCREDITATION



28 - 29 AUGUST 2024

THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW A 21ST CENTURY ORGANIZATION (ABEST21) PEER REVIEW TEAM (PRT) VISIT

The ABEST21 Peer Review Team (PRT) visit to Arshad Ayub Graduate Business School (AAGBS) provided an important platform for evaluating AAGBS's academic quality, governance, teaching and learning practices, and overall institutional performance in line with international accreditation standards.

The ABEST21 delegation was led by Prof. Dr. Fumio Itoh (President and CEO, ABEST21 International) and included Prof. Dr. Zulkornain Yusop (ABEST21 International Accreditation Advisor and Former President and CEO, Putra Business School, Malaysia), Yuka Nakagawa (ABEST21 Accreditation Manager), Assist. Prof. Dr. Hen Kai Wah (International College, Tunghai University, Taiwan), Assoc. Prof. Arief Wibisono Lubis, Ph.D (Faculty of Economics and Business, Universitas Indonesia, Indonesia), and Assoc. Prof. Caroline Tan, Ph.D (University of Tsukuba, Japan).



Throughout the two-day visit, the Peer Review Team conducted in-depth discussions and interviews with AAGBS leadership, academic staff, students, alumni, and administrative personnel. The team also provided valuable recommendations aimed at supporting AAGBS in further strengthening its academic offerings, governance structures, and international standing, paving the way for continued growth and excellence.

AAGBS extends its sincere appreciation to the AAGBS Quality Assurance and Accreditation team as well as to AAGBS Top Management, Professors, Heads, Coordinators, Lecturers, and Administrative Staff for their dedication and commitment in ensuring the success of this important accreditation exercise. AAGBS greatly appreciates the time and cooperation given by all lecturers, students, alumni, and administrative staff who were interviewed by the Peer Review Team during the visit. This collective effort demonstrates AAGBS's strong commitment to quality assurance, continuous improvement, and international accreditation standards.



26 NOVEMBER 2024

AAGBS HOSTS THE PRESTIGIOUS ABEST21 INTERNATIONAL ACCREDITATION SEMINAR 2024

Arshad Ayub Graduate Business School (AAGBS) was honoured to host the ABEST21 International Accreditation Seminar 2024 under the theme “The Role of ABEST21 International Accreditation in Advancing Globalization of Management Education.” The seminar took place on Tuesday, 26 November 2024, from 12.00 pm to 4.00 pm at Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Shah Alam.

This prestigious international seminar brought together global thought leaders, academic experts, and practitioners to explore how ABEST21 International Accreditation contributes to innovation, quality assurance, and the internationalisation of management education. The programme highlighted the role of accreditation in strengthening global partnerships, enhancing curriculum quality, and preparing graduates for an increasingly interconnected business environment.



The seminar began with a welcoming address by the AAGBS Dean, Professor Dr. Norzannah Mat Nor, followed by an opening speech by Professor Emeritus Dr. ITOH Fumio, President and CEO of ABEST21 International. Participants also benefited from engaging sessions led by distinguished experts from Japan, Malaysia, and Indonesia, who shared their experiences and perspectives on the transformative impact of ABEST21 on business and management education.



In addition to knowledge sharing, the seminar provided a valuable platform for networking and professional exchange among academics and industry representatives who are committed to promoting international collaboration and academic excellence. Through this initiative, AAGBS continued to strengthen its position as a globally connected institution dedicated to advancing high-quality, internationally recognised management education.



ADMINISTRATIVE

ADMINISTRATIVE

ARSHAD AYUB GRADUATE BUSINESS SCHOOL



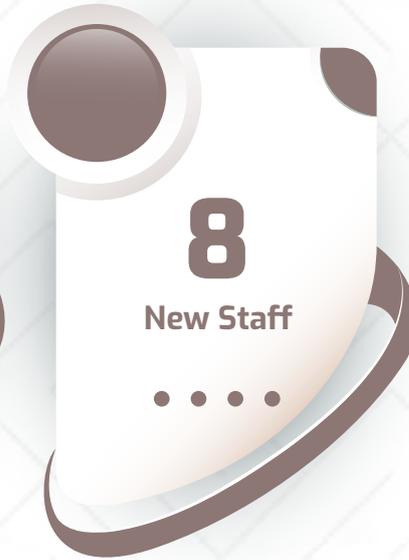
Hanizan Abdul Samat (Assistant Registrar), Noorshakira Ramli (Secretary), Syahidatul Akmal Dzulkarnain (Executive Officer), Mohd Azami Aziz (Senior Executive Officer), Aizuddin Ismail (Senior Clerk), Mohd Razis Kaswati (Senior Clerk), Mohamad Nizam Ahmad (Operational Assistant)



Nor Asiah Omar (Senior Clerk), Aidid Khuhairi Razali (Clerk), Nurul Wafa Ruslee (Clerk), Nur Aza Atiqah Mad Zahir (Clerk), Azmil Abd Rahman (Designer), Wan Shazatul Azira Wan Mohd Fadzli (Quality Assistant), Mahani Meor Tajuddin (Quality Assistant)

Administrative
QUICK FACTS 2024

AAGBS STAFF



TOTAL: 47

Administrative
QUICK FACTS 2024

ACADEMIC STAFF BY GRADE



**Professor
(VK7)**



8



**Associate Professor
(DM54/53)**



12



**Lecturers
(DM52/51)**



13

TOTAL: 33

ADMINISTRATIVE STAFF BY GRADE



(N41/42)



1



(N32/29)



2



(N22/19)



6



(N11)



1



(MySTEP)



4

TOTAL: 14

Administrative
ACTIVITIES 2024

ACTIVITIES

Taklimat Sistem SEDONA: Tatacara Kemasukan Data Dalam Sistem SEDONA	12 March 2024
Mesyuarat Akademik Bil.1 2024	22 March 2024
Mau'izah 2024: Fiqh Mengurus Hutang	15 May 2024
Mesyuarat Akademik Bil.1 2024	22 March 2024
Taklimat Penyediaan MyPortfolio AAGBS	02 May 2024
AAGBS Doctoral Research Boot Camp 2024	21 – 23 June 2024
Taklimat Sistem Automasi (OA) Pejabat	30 July 2024
Mau'izah 2024: Kesihatan Mental Dalam Kaedah Psikospiritual Islam)	24 July 2024
Libat Urus Jabatan Arkib Universiti-Pengurusan Rekod	17 July 2024
AAGBS Open Day	24 – 25 August 2024
AAGBS@Majlis Makan Malam Gala Sempena Sambutan 25 Tahun UiTM	28 August 2024
Majlis Amanat Dekan Arshad Ayub Graduate Business School (AAGBS) 2024	24 September 2024
AAGBS Steps Challenge 2024	27 September 2024
Mesyuarat Akademik Bil.2 2024	7 October 2024
Sesi Libat Urus dan Taklimat Pemakaian Pekeliling Perkhidmatan Bilangan 1 Tahun 2024	28 October 2024
Sesi Audit Pematuhan Etika AAGBS 2024	13 – 15 November 2024
Majlis Pra Graduasi Dan Apresiasi Pelajar (Sesi Mac - Julai 2024)	22 November 2024

AAGBS PROJECT (CURRENT & UPCOMING)

AAGBS PROJECT

1	Wifi installation in AAGBS building (Phase 2)	June 2024	Completed
2	Application on upgrading AAGBS toilet (level 3 and 4)	December 2024	In Progress
3	Application on administrative vacancy (Contract)	July 2024	Completed
4	Application on upgrading hybrid classroom (level 4)	December 2024	In Progress
5	Wakaf@AAGBS - Development of AAGBS Musalla	December 2024	In Progress

PERFORMANCE INDICATOR (PI) ACHIEVEMENT 2024

PERFORMANCE INDICATOR (PI) ACHIEVEMENT 2024

PI NO.	Performance Indicator (PI)	Target 2024	Achievement Status	% Achievement
PI013	Number of new Massive Open Online Course (MOOC)	1	1	100%
PI014	Number of new micro-credential modules offered	1	1	100%
PI019	Number of alumni successfully became entrepreneurs	5	28	100%
PI023	Number of collaboration with agencies, industry, NGOs, IPT (local and international)	2	0	0%
PI024	Number of educators with entrepreneurial expertise	18	19	100%
PI037	Number of students involved in invention and innovation activities	6	15	100%
PI043	Number of student enrolment (National master students)	746	504	68%
PI044	Number of student enrolment (National PhD students)	183	201	100%
PI045	Number of student enrolment (international postgraduate students)	10	6	60%
PI051	Number of high impact publications	2	1	50%
PI052	Number of publication in QS subject ranking journal	7	8	100%
PI053	Number of indexed joint publication with National collaborators	5	8	100%
PI054	Number of indexed joint publication with Industry collaborators	7	4	57%

■ 100% Achievement
 ■ >50% to 80% Achievement
 ■ <50% Achievement

Achievements as December 2024

PERFORMANCE INDICATOR (PI) ACHIEVEMENT 2024

PI NO.	Performance Indicator (PI)	Target 2024	Achievement Status	% Achievement
PI055	Number of indexed joint publication with International Collaborators	20	3	15%
PI056	Number of indexed publication: Journal in MyCite	10	16	100%
PI057	Number of publication published by UiTM Press and other publishers	5	6	100%
PI061	Number of principal investigators (PI) for research grants: National funded	12	16	100%
PI062	Number of principal investigators (PI) for research grants: Industrial funded	1	0	0%
PI063	Number of principal investigators (PI) for research grants: International funded	4	3	75%
PI064	Total amount of research grants: National funded	240000	151,070	63%
PI065	Total amount of research grants: Industrial funded	59500	0	0%
PI066	Total amount of research grants: International funded	80000	0	0%
PI072	Number of new MoU and MoA with International Industries	1	1	100%
PI073	Number of new MoA with local partners	1	0	0%
PI074	Number of activities under MoA/ MoU with International Industries	3	3	100%
PI076	Number of Knowledge Transfer Programmes (KTP)	1	0	0%

■ 100% Achievement
 ■ >50% to 80% Achievement
 ■ <50% Achievement

Achievements as December 2024

PERFORMANCE INDICATOR (PI) ACHIEVEMENT 2024

PI NO.	Performance Indicator (PI)	Target 2024	Achievement Status	% Achievement
PI079	Number of communities receiving/ benefiting from the knowledge/technology diffusion projects	1	0	0%
PI080	Number of alumni expert service programme	5	0	0%
PI081	Number of new MoU/ MoA with international universities	1	3	100%
PI083	Number of MoU/ MoA with Top 300 QS Ranked by Subject (International Universities)	1	2	100%
PI084	Number of international programmes/ activities for active MoU/ MoA for the current year	21	20	95%
PI085	Number of staff with 6 years industry experience	2	2	100%
PI086	Number of activity related to ESI-iDART	3	3	100%
PI087	Number of academic staff with PhD qualification	34	34	100%
PI088	Number of staff with professional qualifications	9	9	100%
PI090	Number of staff as members in international and national academic/professional bodies/ associations/ NGO	18	18	100%
PI091	Number of international academic staffs	1	1	100%
PI094	Number of OE Project	1	1	100%
PI095	Number of KIK Project	1	1	100%

■ 100% Achievement
 ■ >50% to 80% Achievement
 ■ <50% Achievement

Achievements as December 2024

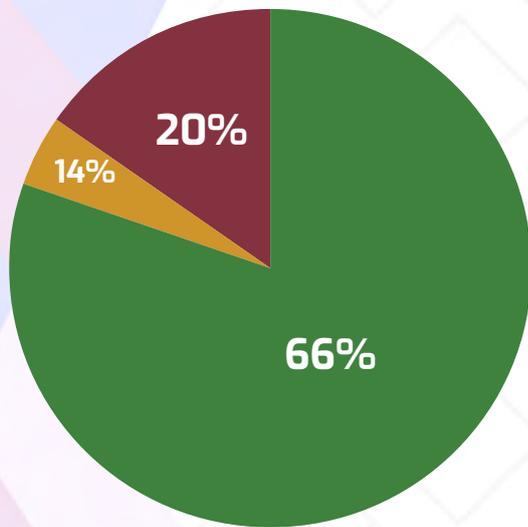
PERFORMANCE INDICATOR (PI) ACHIEVEMENT 2024

PI NO.	Performance Indicator (PI)	Target 2024	Achievement Status	% Achievement
PI096	Number of activity related to Happiness Index	2	4	100%
PI126	Number of AKNC Project	1	1	100%
PI129	Income generation from Kumpulan Wang Amanah	1,000,000	783,775	78%
PI138	Number of registration In MyAlumni UiTM Virtual Card	148	434	100%
PI139	Number of indexed publication: Conference proceedings in SCOPUS/WoS and Journal in SCOPUS/WoS/ERA.	34	21	62%

■ 100% Achievement
 ■ >50% to 80% Achievement
 ■ <50% Achievement

Achievements as December 2024

PERFORMANCE INDICATOR (PI) ACHIEVEMENT 2024



■ 100% Achievement

■ >50% to 80% Achievement

■ <50% Achievement



■ 29 PI



■ 6 PI



■ 9 PI

TOTAL NO. OF PERFORMANCE INDICATOR (PI) **44**



OVERALL ACHIEVEMENT **80%**

NEWS & EVENTS

SPOTLIGHT 2024

Congratulations!

PROF. DR. NORZANAH MAT NOR

Dean of Arshad Ayub Graduate Business School



25



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

Tahniah!

PROF. DR. NORZANAH MAT NOR

atas pelantikan sebagai

DEKAN

Arshad Ayub Graduate Business School

1 September 2024 - 31 Ogos 2026

Seluruh warga Arshad Ayub Graduate Business School mengucapkan tahniah di atas pelantikan sebagai Dekan Arshad Ayub Graduate Business School.

لصحةا تقوى موليا

UⁱT^M *di* *hatiku*

Thousand of Thanks!

ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

SETINGGI - TINGGI
Perhargaan

**PROF. DR. SYED JAMAL
ABDUL NASIR SYED MOHAMAD**
atas segala jasa dan sumbang khidmat sebagai

Dekan
Arshad Ayub Graduate Business School

khidmat daripada seluruh warga AACBS



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

SETINGGI - TINGGI
Perhargaan

CIK FAIRUZASZILA JUNUS
atas segala jasa dan sumbang khidmat sebagai

Penolong Pendaftar Kanan
Arshad Ayub Graduate Business School

khidmat daripada seluruh warga AACBS



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

SETINGGI - TINGGI
Perhargaan

PN. ZAINAMIAH MD SALIM
atas segala jasa dan sumbang khidmat sebagai

Kerani Kanan
Arshad Ayub Graduate Business School

khidmat daripada seluruh warga AACBS



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

Selamat Bersara

PROF. DR. ROSLINA AB WAHID
Professor @ AACBS

Terima kasih atas segala jasa dan sumbang khidmat
selama **27 tahun** di UTM.

1 Ogos 1997 - 14 Oktober 2024

Daripada: Seluruh Warga Arshad Ayub Graduate Business School



SETINGGI - TINGGI
Perhargaan

Prof. Madya Dr. Hadijah Iberahim

atas segala jasa dan sumbang khidmat sebagai

**Ketua Unit Pengurusan Kualiti
dan Akreditasi**
Arshad Ayub Graduate Business School

daripada
Arshad Ayub Graduate Business School



SETINGGI - TINGGI
Perhargaan

Prof. Madya Dr. Wahida Ahmad

atas segala jasa dan sumbang khidmat sebagai

Ketua Pengajian Pascasiswazah
Arshad Ayub Graduate Business School

daripada
Arshad Ayub Graduate Business School



SETINGGI - TINGGI
Perhargaan

Prof. Madya Dr. Azlina Hanif

atas segala jasa dan sumbang khidmat sebagai

**Koordinator Jaringan
Industri dan Antarabangsa**
Arshad Ayub Graduate Business School

daripada
Arshad Ayub Graduate Business School



SETINGGI - TINGGI
Perhargaan

Dr. Zurina Ismail

atas segala jasa dan sumbang khidmat sebagai

Koordinator (MBA & MIBF)
Arshad Ayub Graduate Business School

daripada
Arshad Ayub Graduate Business School



Congratulations!

#TowardsGlobalProminence



ANUGERAH KECEMERLANGAN PRESTASI UNIVERSITI (AKPU 2023)

SYABAS
dan **TAHNIAH** شَبَّاسٌ دَانَ هَتْنِيئَه

**ANUGERAH TRANSFORMASI KECEMERLANGAN
PENJANAAN PENDAPATAN 2023**

kepada
ARSHAD AYUB GRADUATE BUSINESS SCHOOL

anjuran
Bahagian Transformasi Universiti (BTU)
dan
Pejabat Naib Canselor

pada
30 MEI 2024

Prof. Datuk Dr. Shahrin Sahib@Sahibuddin, FASc
Naib Canselor

**Globally ^{UMTM} 2025
Renowned**
Locally Rooted

Congratulations!

#TowardsGlobalProminence

25
TAHUN
1999-2024
UMK BERGAMA UNIVERSITI



UNIVERSITI
TEKNOLOGI
MARA

ANUGERAH KECEMERLANGAN PRESTASI UNIVERSITI (AKPU 2023)

SYABAS
dan **TAHNIAH** شَبَّاسٌ دَانَ تَهْنِئَةً

**ANUGERAH TRANSFORMASI KECEMERLANGAN
GLOBALLY MARKETABLE 2023:
PILLAR 2: TURNING GLOBALLY MARKETABLE STUDENT**

kepada
ARSHAD AYUB GRADUATE BUSINESS SCHOOL

yang telah memenangi
TEMPAT KEDUA

anjukan
Bahagian Transformasi Universiti (BTU)
dan
Pejabat Naib Canselor

pada
30 MEI 2024

Prof. Datuk Dr. Shahrin Sahib@Sahibuddin, FASc
Naib Canselor

Globally UMM
Renowned 2023
Locally Rooted

Congratulations!

#TowardsGlobalProminence

25
TAHUN
1998-2023
50th CELEBRATION



ANUGERAH KECEMERLANGAN PRESTASI UNIVERSITI (AKPU 2023)

SYABAS
dan **TAHNIAH** شَبَّاسٌ دَانَ تَهْنِئَةً

ANUGERAH PELAJAR PASCA SISWAZAH TERTINGGI

kepada
ARSHAD AYUB GRADUATE BUSINESS SCHOOL

yang telah memenangi
TEMPAT KETIGA

anjukan
Bahagian Transformasi Universiti (BTU)
dan
Pejabat Naib Canselor

pada
30 MEI 2024

Prof. Datuk Dr. Shahrin Sahib@Sahibuddin, FASc
Naib Canselor

Globally UTM 2025
Renowned
Locally Rooted

Welcome!

TO AAGBS



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

*Tahniah &
Selamat Datang*

PUAN HANIZAN ABDUL SAMAT

Penolong Pendaftar

Arshad Ayub Graduate Business School

Seluruh warga Arshad Ayub Graduate Business School mengucapkan tahniah di atas pelantikan sebagai **Penolong Pendaftar** bermula dari **1 Februari 2024**.



CONNECT with industry
ENGAGE with community
ADVANCE in knowledge



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

*Tahniah &
Selamat Datang*

AIZUDDIN ISMAIL

Kerani Kanan

Arshad Ayub Graduate Business School

Seluruh warga Arshad Ayub Graduate Business School mengucapkan tahniah dan selamat datang ke AAGBS.



CONNECT with industry
ENGAGE with community
ADVANCE in knowledge



Congratulations!

STAFF APPOINTMENT



Tahniah

PROF. MADYA DR. MIOR HARRIS MIOR HARUN
atas pelantikan sebagai

Chief Executive Officer (CEO)
INTEC
EDUCATION COLLEGE

Seluruh warga Arshad Ayub Graduate Business School mengucapkan tahniah di atas pelantikan sebagai Chief Executive Officer (CEO), INTEC Education College. Selamat maju jaya!

CONNECT WITH EXCELLENCE | ENGAGE WITH COMMUNITY | ADVANCE IN KNOWLEDGE

GIFA MIBF



Congratulations!

PROF. DR. SHARIFAH FAIGAH SYED ALWI
Professor @ AAGBS

on your appointment as

SHARIAH COMMITTEE
Etika Family Takaful Berhad,
Etika General Takaful Berhad

1 June 2024 - 31 May 2026

Tahniah

Prof. Madya Dr. Herwina Rosnan
atas pelantikan semula sebagai

Timbalan Dekan Penyelidikan, Penerbitan, Konsultansi dan Pembangunan Pelajar
Arshad Ayub Graduate Business School

daripada
Arshad Ayub Graduate Business School



Tahniah!

Prof. Madya Dr. Norizan Jaafar
atas pelantikan sebagai

Ketua Pusat Pengajian Siswazah
Arshad Ayub Graduate Business School
berkuatkuasa 1 Mac 2025

daripada
Arshad Ayub Graduate Business School



Tahniah!

Dr. Wan Mohd Al Faizee Wan Ab Rahaman
atas pelantikan sebagai

Koordinator (MBA & MIBF)
Arshad Ayub Graduate Business School
berkuatkuasa 1 Mac 2025

daripada
Arshad Ayub Graduate Business School



Tahniah!

Prof. Madya Ts. Dr. Mohd Fathi Abu Yaziz@Mohamad
atas pelantikan sebagai

Koordinator (PhD dan DBA)
Arshad Ayub Graduate Business School
berkuatkuasa 1 Mac 2025

daripada
Arshad Ayub Graduate Business School



Tahniah!

Dr. Mohammad Firdaus Mohammad Hatta
atas pelantikan sebagai

Koordinator Jaringan Industri dan Antarabangsa
Arshad Ayub Graduate Business School

daripada
Arshad Ayub Graduate Business School



Tahniah!

Dr. Nur Arfah Mustapha
atas pelantikan sebagai

Ketua Unit Kualiti dan Strategi
Arshad Ayub Graduate Business School

daripada
Arshad Ayub Graduate Business School



Congratulations!

ANUGERAH PERKHIDMATAN CEMERLANG 2023



Congratulations!

#TowardsGlobalProminence

ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

Congratulations!

Assoc. Prof. Dr. Mior Harris Mior Harun
Project Leader

- ▶ Assoc. Prof. Dr. Nor Irvoni Mohd Ishar
- ▶ Dr. Zurina Ismail
- ▶ Dr. Nur Arfah Mustapha
- ▶ Dr. Zoel-Fazlee Omar
- ▶ Dr. Vasilios Stouraitis

For securing funding from:
Fundamental Research Grant Scheme (FRGS) 2024

Project Title:
Developing AI Integrated Adoption (AIA) Framework For Global SME in Malaysia

Amount received:
RM81,070.00

AI
NEXUS

Congratulations!

AI NEXUS

for securing Special Interest Group (SIG) AAGBS Grant 2024 - 2026

RM34,880

Group Leader:
Assoc. Prof. Dr. Mior Harris Mior Harun

Group Members:
• Dr. Nur Arfah Mustapha
• Dr. Zurina Ismail
• Assoc. Prof. Dr. Nor Irvoni Mohd Ishar
• Dr. Zoel-Fazlee Omar

ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

Congratulations!

Project Leader
▶ **Dr. Hamidah Md Yusop**
Arshad Ayub Graduate Business School, UTM

- ▶ Assoc. Prof. Dr. Mohd Zaki Awang
Universiti Teknologi MARA (UiTM)
- ▶ Dr. Siti Aishah Hussin
Open University Malaysia (OUM)
- ▶ Dr. Chandramalar Munusami
Nilai University

For securing funding from:
Digital Society Research Grant (DSRG) 2024 by Malaysian Communications and Multimedia Commission (MCMC)

Project Title:
An Impact Analysis of MCMC's Broadband Wireless Access Internet Services for Orang Asli and Rural Communities

Amount received:
RM10,000

ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

Congratulations!
ON THE AWARD

Project Leader
▶ **Dr. Arlinah Abd Rashid**
Arshad Ayub Graduate Business School, UTM

- ▶ Assoc. Prof. Dr. Nor Irvoni Mohd Ishar
Arshad Ayub Graduate Business School, UTM
- ▶ Dr. Azlina Hanif
Arshad Ayub Graduate Business School, UTM

Consultancy Project Title:
Pre-commercialization of Green Building Modelling by Utilizing Coal Combustion Product as Material (CCP#5) Replacement in Concrete for TMB Substation

Amount received:
RM64,814.81

ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

Clarivate
Web of Science

Congratulations!

PROF. DR. ISMAIL AHMAD
SYED SHAH ALAM, CHENG-KUN WANG,
MOHAMMAD MASUKULJAMAN, CHEH-YU LIN, YI-HUI HO

for their article publication titled:
Buying Behaviour towards Eco-Labelled Food Products: Mediation Moderation Analysis Sustainability

Journal Q1
(Web of Science/SCOPUS)

ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

Clarivate
Web of Science

Congratulations!

ASSOC. PROF. DR. WAHIDA AHMAD AND DAVID PRENTICE

for their article publication titled:
How Large Are Productivity Differences Between Islamic Banks and Conventional Banks?
The Singapore Economic Review

QS Subject Ranking Journal
Web of Science

ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

IEDGII

Congratulations!

Bronze Award

- ▶ Dr. Azlina Hanif
- ▶ Dr. Arlinah Abd Rashid

Project entitled:
Tiktokonomics – Harnessing The Power Of Social Media To Teach Economics: Economics For Business Decision (ECO745)

in
International Educational Design, Games, Invention & Innovation 2024 (IEDGII 2024)

held on:
28 October 2024

ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

IEDGII

Congratulations!

Bronze Award

- ▶ Dr. Hamidah Md Yusop
- ▶ Dr. Zoel-Fazlee Omar

Project entitled:
Innovative Andragogy: Leveraging AI and Online Platforms To Enhance Adult Learning Outcomes

in
International Educational Design, Games, Invention & Innovation 2024 (IEDGII 2024)

held on:
28 October 2024

ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

iidex2024

Congratulations!

Silver Award

- ▶ Mahamed Nazhif Ramlan
- ▶ Dr. Nursaadatun Nisak Ahmad
- ▶ Dr. Murni Zarina Mohamed Razali
- ▶ Dr. Azlina Hanif

Project entitled:
Smart Defection System For Workplace Bullying And Microaggression: Strengthening Resilience Through Servant Leadership

in
International Innovation & Design Exposition 2024 (iidex2024)

held on:
4 – 8 November 2024

Congratulations!

#TowardsGlobalProminence



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

Congratulations!

Arshad Ayub Graduate Business School's
Corresponding Author 2024 Publication
(SCOPUS / WoS / ERA / MyCite)

- Exploratory Factor Analysis on Acceptance of Artificial Intelligence as Online Healthcare Product Sales Advisor Among Consumers of Guardian Pharmaceutical Outlets in Malaysia
- Activating Pro-Environmental Behaviour At The Workplace Through Green Human Resource Management Practices: The Role Of Perceived Innovation Characteristics
- Investigating The Role Of Safety Practices In Improving Safety Performance; A Case Of Malaysian Manufacturing Company



DR. HAMIDAH MD YUSOP



- Realisation of Maqasid Al-Shariah using Value-Based Intermediation in Islamic Banks: Acceptance or Refusal
- Exploring The Potential Of Using Zakat Funds Of Islamic Banks For Microfinancing

PROF. DR. SHARIFAH FAIGAH SYED ALWI



- Behavioural Intention of Dentists in Using Industrial Revolution 5.0 Technology In Dental Services: A Qualitative Study In Klang Valley, Malaysia
- COVID-19'S Impact on Malaysian SMEs: Supply Chain Risk Management Disruptions and Challenges for Business Recovery and Continuity

DR. SHARIZAN SHARKAWI



- Enhancing Consumer and Family Economic Well-Being in ASEAN: The Role of Technological Advancement and Institutional Quality in Navigating the Informal Economy

ASSOC. PROF. DR. AZLINA HANIF



- Building a Greener Future: Can Malaysia's Property Development Sector Achieve Sustainable Development Goals?

ASSOC. PROF. DR. HERWINA ROSNAN



- Port Digitalisation: Technology Readiness Assessment and Segmentation Profile of Malaysian Port Operators

ASSOC. PROF. DR. HADIHA IBERAHIM



- Determinants of Islamic Bank's Stability in Malaysia and Indonesia

ASSOC. PROF. DR. MOHAMAD NIZAM JAAFAR



- Scrutinizing Global Banking Fragility: Are Larger Or Smaller Banks More Fragile?
- A Comparative Study of Islamic Banking Growth in Malaysia and Bahrain: A Consideration of COVID-19 Pandemic

ASSOC. PROF. DR. WAHIDA AHMAD



- Leveraging Artificial Intelligence For Enhancing Postgraduate Teaching: A Framework To Engaging Professional Learners
- Enhancing Professional Development And Training Through AI For Personalized Learning: A Framework To Engaging Learners

DR. ZOEL-FAZLEE OMAR



- The Effect Of Risks On Malaysian Banks Profitability: The Islamic And Conventional Banks

DR. NUR HAZIMAH AMRAN



- Health Takaful Plan For Pets
- The Determinants of Bank's Liquidity: Comparative Analysis From Global Islamic Banks and Conventional Banks

DR. MOHAMMAD FIRDAUS MOHAMMAD HATTA



- Visitor-Centric Marketing Approach Driving Theme Park Customer Patronage: Unveiling the Post Covid-19 Pandemic Perspective

PROF. DR. NOORAINI MOHAMAD SHERIFF



- Marketing Agility Does it Matter? A Systematic Review

ASSOC. PROF. DR. NOR IRVONI MOHD ISHAR



- Examining Factors Influencing Employee Job Satisfaction In A Hybrid Work Setting: A Case Study Of An Oil & Gas Company

DR. SURIANA RAMLI

S SCOPUS M Malaysia Citation Centre (MyCite)
W Web of Science (WoS) E Excellence in Research for Australia (ERA)

CONNECT with industry
ENGAGE with community
ADVANCE in knowledge



<https://aagbs.uitm.edu.my> f Arshad Ayub Graduate Business School @aagbs_official @aagbs_official

NEWS & EVENTS

2024

27 JANUARY 2024

AAGBS–WALAILAK UNIVERSITY MoU BRINGS GLOBAL PERSPECTIVE TO MBA CLASSROOM

MBA students from AA7013A group had an interesting lecture session with Dr Suchita Manajit, a visiting lecturer from Walailak University, a public university in Thai Buri, Thailand. Dr Suchita is co-teaching the Management of Technology and Innovation (MGT785) course at AAGBS for a period of two weeks. Her presence at AAGBS is made possible with the recent signing of MoU between UiTM and Walailak University. The MoU signifies both institutions' commitment to conduct collaborative activities that would enhance teaching and learning as well as research excellence.



17 JANUARY 2024

AI NUSANTARA ROADSHOW EMPOWERS AAGBS STUDENTS WITH INDUSTRY-RELEVANT AI SKILLS

A successful session of the AI Nusantara Roadshow, which took place on January 17, 2024 (Wednesday) at Business Theatre A in Kompleks AI-Farabi of UiTM Shah Alam. This was a joint effort by AI Nusantara, SIDEC (Selangor Information Technology & Digital Economy Corporation) and AI Nexus SIG (Special Interest Group), AAGBS. The event provided a unique platform for students to engage with industry experts and explore the myriad of possibilities in the realm of Artificial Intelligence. It was an enriching experience as attendees gained exposure to innovative approaches in navigating the dynamic landscape of current and future market spaces. The highlight of the event was the FREE AI TRAINING COURSES offered to all participants. These courses, which included AI In Data Analytics & AI In Digital Marketing, were well-received by the attendees. We are excited to report that many students have taken the first step towards their career in AI by enrolling in these courses.



18 JANUARY 2024

AAGBS UiTM STRENGTHENS AI ECOSYSTEM THROUGH AI NUSANTARA COLLABORATION

AAGBS was invited to the DoubleTree by Hilton, I-City, Shah Alam to receive a certificate of appreciation from AI Nusantara by SELANGOR DIGITAL SCHOOL. This certificate is awarded to AAGBS in recognition of the school's commendable contribution and active participation in the AI Nusantara community, demonstrating a commitment to advancing knowledge and fostering collaboration in the field of artificial intelligence. The event was graced by YB Tuan Ng Sze Han, Selangor EXCO of Investment, Trade & Mobility and Dato' Syed Haizam Jamalullail, the Director of AI Nusantara. The award was received by the Dean of AAGBS, Professor Dr Syed Jamal Abdul Nasir Syed Mohamad. Several other AI Nusantara University Partners such as Unisel, Sunway University, Monash University, the University of Nottingham and Putra Business School were also present at the momentous occasion to receive similar award.

The AI Nusantara program, spearheaded by Selangor Digital School (SDS), is a groundbreaking initiative designed to nurture talents in Artificial Intelligence (AI). SDS aims to create a dynamic learning ecosystem that empowers students with essential skills, ensuring the younger generation is well-prepared to embrace AI technology. Aligned with the educational vision of the Selangor state government, SDS, through the AI Nusantara program, contributes to the digital transformation, fostering entrepreneurship and the growth of unicorn-status companies in the digital economy sector. AAGBS UiTM is delighted to be part of this initiative, recognizing its potential to shape the future. The faculty takes pride in the program's commitment to provide a valuable opportunity for students to benefit from real-world insights and expertise in the field.



29 JANUARY 2024

AAGBS MBA STUDENTS EMBARK ON SEMESTER ABROAD IN ISTANBUL

The Internationalization and Industry Linkage unit of AAGBS held a briefing session for two MBA students who will be embarking on an exciting educational journey abroad in Istanbul, Turkey this February 2024. Both Nurhidayah Fitiah and Ain Sabrina will be spending a semester abroad at Halic University, Istanbul. This is AAGBS' first student exchange program with a university in Turkey. The faculty has been sending students for student exchange and dual master programs at various other countries such as Japan, Korea, Belgium and Germany. We hope that Nurhidayah and Ain will have a great time exploring new culture and diversity at the university and immerse in the city's vibrant atmosphere.



12 MARCH 2024

AAGBS EXPLORES AI RESEARCH COLLABORATION WITH YAMAGUCHI UNIVERSITY, JAPAN

AAGBS had the honour of receiving a visit from Prof Naoki Ohshima, a Professor at the Graduate School of Technology Management, Yamaguchi University, Japan. The visit provided a valuable platform for meaningful engagement between Prof Ohshima, the management team of Arshad Ayub Graduate Business School (AAGBS), and the AAGBS AI Nexus research group. The discussion focused on exploring potential research collaborations in the areas of artificial intelligence and business education, with an emphasis on innovation, technology management, and future-ready curricula. This engagement reflects AAGBS' ongoing commitment to strengthening international academic partnerships and advancing impactful research initiatives aligned with global trends.



15 MARCH 2024

AAGBS WELCOMES DATO' MOHAMED RAFIQUE MERICAN AS ADJUNCT PROFESSOR

We are delighted to announce the appointment of Dato' Mohamed Rafique Merican Mohd Wahiduddin Merican as an Adjunct Professor at the Arshad Ayub Graduate Business School (AAGBS). Effective 15 March 2024, this appointment marks a significant milestone as our academic community continues to grow in strength, wisdom, and industry-driven expertise. Dato' Mohamed Rafique's extensive professional experience and leadership insights will bring invaluable perspectives to AAGBS, enriching teaching, learning, and knowledge exchange between academia and industry. His presence reflects AAGBS' commitment to academic excellence, practical relevance, and the cultivation of future-ready business leaders.

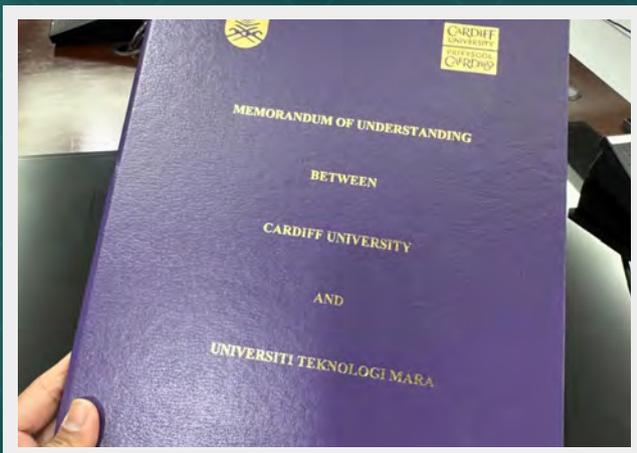


26 MARCH 2024

UiTM ADVANCES GLOBAL VISION WITH STRATEGIC MoU WITH CARDIFF UNIVERSITY

A monumental step forward in our journey toward global recognition was achieved on 26 March 2024 with the signing of a Memorandum of Understanding (MoU) between UiTM and Cardiff University. This strategic collaboration represents a significant milestone in UiTM's aspiration to become a Globally Renowned University by 2025 (GRU2025).

The MoU signing was facilitated by Prof. Dr. Norzanah Mat Nor from Arshad Ayub Graduate Business School (AAGBS), whose leadership and dedication played a vital role in bringing this international partnership to fruition. Through this collaboration, both institutions will explore opportunities in academic exchange, joint research, innovation, and knowledge sharing, opening new pathways for students and academics alike. This partnership with Cardiff University reflects UiTM's strong commitment to internationalisation and excellence in higher education, creating a platform for meaningful global engagement and future-ready learning experiences.



25 APRIL 2024

AAGBS SCHOLARS EMBARK ON INTERNATIONAL RESEARCH SECONDMENT AT UNIVERSITY OF DONJA GORICA

Congrats to Muhamad Hilman Roselan and Nor Hazirah Mohamad Shukri, who are AAGBS doctoral students (DBA and PhD) for securing the doctoral research secondment placement at University of Donja Gorica, Montenegro. Both students arrived at the university last week to participate in the ERASMUS research mobility program for three months. They will be doing research titled “Overcoming the Digital Divide in Europe and SouthEast Asia”. In these pictures, they were at UDG to attend a discussion session with their UDG project supervisor Associate Dr Natasa Kovac and two other researchers from University of Economics Krakow, Poland.



30 APRIL 2024

AI AUTOMATION SEMINAR EQUIPS AAGBS STUDENTS WITH INDUSTRY-RELEVANT SKILLS

AAGBS successfully hosted an insightful seminar titled “AI Automation: Empowering Business Innovators”, delivered by Louis Chee and Asyrul Ramali from AI Nusantara and Permodalan Negeri Selangor Berhad (PNSB). The seminar was designed to equip AAGBS students with practical knowledge and hands-on exposure to the use of artificial intelligence tools in real-world business environments. Participants learned how AI automation can be applied to enhance productivity, improve decision-making, and drive innovation across various business functions.

This initiative reflects AAGBS’ commitment to preparing future business leaders with future-ready digital skills, ensuring graduates remain competitive in an increasingly AI-driven economy. Special appreciation goes to the AI Nexus SIG of AAGBS for spearheading and organising this impactful programme.



30 APRIL 2024

AAGBS EMBA STUDENTS EMPOWER YOUNG LEADERS THROUGH CSR PROGRAMME

EMBA group AA7051B had organised a CSR event with SK Seafield 3, USJ8, Subang Jaya as part of the fulfilment towards the course MGT783, Leadership and Managing Talent. The program which began at 8.00 am, was called "The Great Team Pursuit". It is a transformative journey designed to cultivate exceptional leadership within teams to the standard 5 and 6 students. By fostering collaboration, communication, and a shared vision, this initiative aims to empower individuals to harness their collective potential towards achieving common goals.



6 MAY 2024

STRENGTHENING ACADEMIC EXCELLENCE THROUGH AAGBS–UniKL BENCHMARKING SESSION

AAGBS was pleased to welcome the management team from UniKL's Business School for a benchmarking visit aimed at strengthening academic quality and best practices. The session was led by Associate Professor Dr Siti Zaleha Sahak, Deputy Dean (Academic), who provided a comprehensive briefing on the structure, governance, and implementation of the Doctor in Business Administration (DBA) programme at AAGBS.

The discussion offered valuable insights into programme management, student supervision, academic standards, and quality assurance processes, allowing both institutions to exchange experiences and identify opportunities for continuous improvement. This benchmarking engagement reflects AAGBS' commitment to academic excellence and collaborative learning across institutions of higher education.



20 MAY 2024

AAGBS EXPLORES ACADEMIC AND CULTURAL EXCHANGE OPPORTUNITIES WITH OHIO UNIVERSITY

The meeting between Ohio University's Dr Gillian Ice (Interim Associate Provost of Global Affairs), Dr Jennifer Bowie and Ms Rebecca Prater and Arshad Ayub Graduate Business School's management was an engaging and fruitful exchange of ideas. Chaired by Dr Habibah Ashari who is the CEO of Arshad Ayub Foundation, both parties actively discussed collaborative initiatives, with a focus on academic and cultural exchanges. Various activities were proposed, ranging from student and faculty exchanges to joint research projects, set to enrich the educational experience for students and faculty. The renewal of the Memorandum of Understanding (MoU) is anticipated, marking the continuation of a partnership that are mutually beneficial.



20 MAY 2024

UiTM AND CARDIFF UNIVERSITY STRENGTHEN GLOBAL PARTNERSHIP THROUGH MOU EXCHANGE

AAGBS management headed by the Dean of AAGBS accompanied the delegates from Cardiff University, Wales, United Kingdom to UiTM's Vice Chancellor's office. The Vice Chancellor YBhg. Profesor Datuk Dr. Shahrin bin Sahib @ Sahibuddin warmly welcomed the delegates from Cardiff led by Professor Rudolf Allemann, the Pro Vice-Chancellor, International and Student Recruitment and Head of the College of Physical Sciences and Engineering. After brief introductions, they discussed potential areas of partnership and expressed mutual interest in academic exchanges and research initiatives. The meeting concluded with an exchange of Memorandums of Understanding documents.



21 MAY 2024

AAGBS HOSTS CARDIFF UNIVERSITY DELEGATES FOR STRATEGIC ACADEMIC COLLABORATION

AAGBS Welcomes Cardiff University Delegates! The faculty is thrilled to host esteemed delegates from Cardiff University, Wales, United Kingdom, at the Arshad Ayub Graduate Business School (AAGBS) after their visit at UiTM's Vice Chancellor's office. They're here for an engaging discussion and collaboration with faculties from UiTM. The delegates are conducting further discussions on exciting academic initiatives and partnerships with faculties from the Faculty of Business and Management, College of Creative Arts, Faculty of Law, Faculty of Computer and Mathematical Sciences, College of Engineering, and Arshad Ayub Graduate Business School. The discussion brings a sense of excitement as the potential joint activities would help shape the future of education and research.



22 MAY 2024

AAGBS, YAYASAN ARSHAD AYUB AND OHIO UNIVERSITY HOST LEADERSHIP FORUM ON 21ST-CENTURY SKILLS

AAGBS successfully organized the Leadership Forum in collaboration with Yayasan Arshad Ayub and Ohio University, US. This forum mainly focuses on essential 21st-century skills and competencies. Heartfelt thanks to our esteemed speakers, Dr. James Strode, Dr. Melissa Kulp, En Azizul Kallahan, YBhg Datuk (Dr) Aminar Rashid Salleh, and Prof Dr. Tan Peck Leong, for their insightful contributions. Special appreciation to our moderator Pn Khairulbariah Dzun Nurin, the organizing committee, and all participants for making this event a resounding success.



6 JUNE 2024

AAGBS SPARKS NATIONAL ECONOMIC DIALOGUE THROUGH INAUGURAL SYMPOSIUM

AAGBS Economic Symposium: Future of Malaysia 1.0 - A Remarkable Success! On June 6th, 2024, the Arshad Ayub Graduate Business School (AAGBS) Students Association (ASAS) hosted the inaugural Economic Symposium: Future of Malaysia 1.0 at Universiti Teknologi Mara, Shah Alam. This event brought together students, academics, alumni and esteemed speaker to delve into the economic challenges and opportunities shaping Malaysia's future. The symposium featured profound insights from Tan Sri Dato' Seri Haji Idris Jusoh, who shared his expertise on navigating Malaysia's economy through the higher education landscape. Our discussions spanned from local economic intricacies to the global trends influencing our nation's position on the world stage. A heartfelt thank you to all the participants, speaker, and organizers who made this event a resounding success. Together, we've set the stage for future dialogues, fostering economic awareness and critical thinking among the AAGBS community. Swipe to see highlights from the day, including inspiring speeches, interactive sessions and the vibrant community that made this symposium unforgettable.



13 JUNE 2024

LIFELONG LEARNING AND LEADERSHIP: AN INSPIRING SESSION WITH DR SOO WINCCI

In our recent talk session with Dr. Soo Wincci, 'Life-long Learning and Personal Growth' with group AA7041AF and AA7041BF, she shared valuable insights from her experience in leadership and her experience in the entertainment industry. Building a brand, she emphasized, takes time and requires thorough market research to effectively position oneself. It's crucial to identify a gap that others are unwilling to fill. From there we can build strategy and be successful. To be an effective leader, one must serve the industry with a clear strategy, blending new and innovative approaches rather than following a single path. Different markets demand different strategies, and true leaders craft meticulous plans spanning 3-5 years. Conducting comprehensive market research is fundamental to climbing to the top. Leaders who deliver consistently and have multiple plans are the ones who excel. At the end of the session, she advises the students to always be humble, keep exploring and try new things.



19 JUNE 2024

AAGBS WELCOMES ERASMUS RESEARCH SCHOLAR FROM HUNGARY

AAGBS is pleased to welcome Mr Tamas Krudy, a PhD candidate from Széchenyi István University, Győr, Hungary, who has joined the Arshad Ayub Graduate Business School for a three-month research attachment under the ERASMUS “Overcoming the Digital Divide in Europe and South East Asia” mobility project.

Now in its second phase, this international research initiative brings together scholars from Europe and Southeast Asia to examine issues related to digital inequality, technology access, and digital transformation across regions. During his stay, Mr Tamas will be collaborating with AAGBS academics and researchers, contributing to ongoing research activities and knowledge exchange within the project. His presence reflects AAGBS’ strong commitment to internationalisation, collaborative research, and global academic engagement. We warmly invite the AAGBS community to welcome him and make him feel at home during his time on campus.



21 - 23 JUNE 2024

AAGBS THESIS BOOTCAMP AND DOCTORAL COLLOQUIUM SESSION 2024

AAGBS organized a Thesis Bootcamp & Doctoral Colloquium at The Institute of Leadership & Development (ILD), Universiti Teknologi MARA (UiTM), Bandar Enstek, 71760 Nilai, Negeri Sembilan. This program was held to assist and guide students in preparing their research proposals. Students could also receive input from experts in thesis writing. A total of 13 administrative staff, 38 panel members consisting of AAGBS lecturers and several other faculty members, and 45 students participated. The colloquium serves as a platform for AAGBS students involved in the DBA and PhD Mixed Mode Courses, namely THE911, THE912, THE913, DCC901, DCC902, and DCC903, to present their draft proposals or research materials to the panel. It helps students discuss the next steps in their research and assists them in identifying subsequent actions. Ultimately, this aims to produce students who graduate on time (GOT).



22 JUNE 2024

AAGBS MBA STUDENTS LEAD INTERNATIONAL LEADERSHIP WORKSHOP FOR IFCC STUDENTS

AA7041BF's MBA students, under the expert guidance of Dr. Suriana Ramli, flawlessly organized a highly impactful leadership workshop for the International Friendship and Cultural Exchange Club (IFCC) students, including participants from Shah Alam, Japan, and Korea! Our dynamic sessions, featuring inspiring talks by guest speaker Coach Razak Amin, were uniquely designed to build self-confidence and help students set future goals. Unlike any other, this workshop emphasized communication and teamwork through engaging, educational games that boosted personal development.

This event was a unique and meaningful platform for the MBA students to foster a rich exchange of knowledge, inspiration, and creativity. We are thrilled to announce that, according to our post-workshop survey, 86.3% of the participants indicated that they would like to attend similar workshops again in the future. This feedback highlights the program's success and our capability to create engaging and valuable experiences. The event was a resounding success, with 69 young students participating! We extend our heartfelt gratitude to our amazing sponsors: Colgate-Palmolive Malaysia Sdn Bhd, Tech Up Kids Learning, Artec Malaysia, Ommer Holdings Sdn Bhd, and Kofh by Eshaal. Your generous support was not just a contribution, but a vital part of shaping the leaders of tomorrow.



27 JUNE 2024

AAGBS INNOVATION “ESMART RING-I” EARNS BRONZE AT INNOFEST 2024

AAGBS student won bronze with their innovation entitled ‘ESMART Ring-i’ at the International Innovation Festival 2024 Politeknik Sandakan Sabah, held on 29-30 April 2024. The Innofest 2024 was organized by Politeknik Negeri Samarinda, Kementerian Pendidikan Tinggi, Politeknik Malaysia Sandakan, & Persatuan Kedoktoran Teknikal Malaysia. The innovation of ESMART Ring-i aims to mitigate issues encountered during emergencies when conventional transactional methods are unreachable. Safety and security features are vital in developing device that related to money transaction to prevent pickpocket, hackers, scammers and any unfortune events. Besides, it designed such way to facilitate customer to perform payment transaction.

The target consumers just attach it at their fingers and the payment can be made once its function is automatically activated by using bio-metric thumb print verification scan. Besides, it only can be functioned once the sensor detect the finger-palms attachment with the ring, blood flow and temperature to prevent thief or series killer that kill person for digital money transaction tools. The sensor also will alarm itself few minutes (self-time setting) if the owner takes off the ring temporary for wuduk. Additionally, the anti-virus is added for ESRing X and ESRing Premium because these variants involve digital and hologram electronic which need digital shield security from unwanted intruders.



29 JUNE 2024

AAGBS SPREADS KINDNESS THROUGH CSR AT DAMAI KUANG

Exciting CSR Program with Persatuan Kebajikan Anak Yatim Damai Kuang! AA7041AF's MBA students under the supervision of Dr Sharizan Sharkawi had the incredible opportunity to give back to the community through a heartwarming CSR program with the Persatuan Kebajikan Anak Yatim Damai Kuang. This event, held on 29 June 2024, was not just a fulfilment to their MGT783: Leadership and Managing Talent's course assessment but more of a service project with a meaningful exchange of knowledge, inspiration, and creativity! The students were honoured to have three amazing guest speakers who shared their unique journeys and wisdom: Nik Omary - From lawyer to entrepreneur, Nik Omary's journey is a testament to following your passion and embracing new challenges. His story inspired the students to think beyond traditional career paths and to innovate fearlessly.

Aidilia Hilda - A renowned singer, Aidilia Hilda, captivated the students with her melodious voice and inspiring life story. She reminded everyone of the power of art and music to heal, uplift, and bring people together. Prof Madya Dr Aminah Rhapor - An expert in acting and theatre, Dr Ami conducted an engaging class that brought out the creative talents of everyone present. Her session emphasized the importance of expression and self-confidence through acting in theatre as part of personal development. The students wished a big thank you to everyone who participated and made this event a success. Together, those involved are making a difference and enriching the lives of the children at Persatuan Kebajikan Anak Yatim Damai Kuang. Let's continue to spread kindness, knowledge, and inspiration.



29 JUNE 2024

AA7041BF LAUNCHES “CUSTODIANS OF THE BINS” CSR PROJECT TO PROMOTE SUSTAINABILITY

AA7041BF students under the guidance of Dr Suriana Ramli has successfully organised the “Custodians of the Bins” CSR project, in collaboration with Salzan Maju Perhentian Holiday Sdn Bhd and JKK Kampung Nelayan Pulau Perhentian Kecil which is located at Kampung Nelayan, Pulau Perhentian Kecil, Terengganu. This CSR program was not only designed to meet the requirement of the subject MGT783: Leadership and Managing Talent but also aimed to raise awareness among visitors and residents about the collective responsibility of preserving the environment. Besides, with the involvement of the Kampung Nelayan, Pulau Perhentian Kecil community, we are pleased to foster cooperative relationships between our faculty and local residents.

Throughout the CSR program, several activities were carried out, including the appointment of Custodians of the Bins involving local businesses at Pulau Perhentian Kecil such as Amanda’s Cafe. This appointment is to ensure that the 3 R's Bins are well managed and maintained. Apart from that, we engaged with locals and visitors to promote our CSR program focused on beach cleaning. The opening ceremony was held in the afternoon, inaugurated by Mr. Zaidi, the deputy head of JKK Kampung Nelayan Pulau Perhentian Kecil. On top of that, a signing agreement took place between the representatives of Salzan Maju Perhentian Holiday Sdn. Bhd, JKK Kampung Nelayan Pulau Perhentian Kecil and AAGBS aiming to encourage recycling behaviors to reduce waste at Pulau Perhentian Kecil.



5 JULY 2024

AAGBS MBA STUDENTS LEAD FINANCIAL LITERACY CSR PROGRAMME FOR YOUNG LEARNERS

On Friday, 5th July 2024, The Financial Literacy Road Tour was held at Little Caliphs® USJ 15, Subang Jaya. It was a successful and dynamic program organized by AA7041PA MBA students from Arshad Ayub Graduate Business School, UiTM Shah Alam, in collaboration with Little Caliphs® International Sdn. Bhd and Kidzori. This CSR program was not only designed to meet the requirements of the subject MGT783: Leadership and Managing Talent but also aimed to enhance early childhood education by teaching children essential financial literacy skills and basic money management skills. Children participated in activities like Money Matching, Wants vs Needs, and Save & Spend, gaining practical knowledge while having fun. Dr. Suriana Ramli, the Programme Advisor & MGT783 Lecturer, graced the event, emphasizing its significance to the faculty and society.



9 JULY 2024

UiTM STRENGTHENS AI ECOSYSTEM THROUGH STRATEGIC PARTNERSHIP WITH SDS AI LAB

We're excited to announce the signing of an MoU between Universiti Teknologi MARA (UiTM) and SDS AI Lab Sdn. Bhd. This partnership, which started with discussions in 2023, aims to enhance digitalization efforts and AI training at UiTM. We're looking forward to the establishment of the Special Interest Group (SIG) AI Nexus, which will foster greater collaboration and innovation. The MoU will boost academic collaboration, facilitate student and faculty exchanges, and support joint AI research initiatives. Our students will gain hands-on experience and formal education in AI, giving them a competitive edge in the global job market. This partnership also paves the way for joint conferences, workshops, and academic events, promoting continuous knowledge sharing and AI expansion. Thank you to SDS AI Lab Sdn. Bhd. for partnering with UiTM and AAGBS. We look forward to a successful collaboration that will elevate both institutions.



13 JULY 2024

AAGBS EXPLORES THAILAND'S BRANDING LANDSCAPE THROUGH SPECIAL LECTURE

The Brand in Action: A Special Lecture on Branding in Thailand AAGBS is thrilled to present an exclusive lecture on the current branding landscape in Thailand. This insightful session provides students with a real-world perspective on branding strategies and challenges in a dynamic market. This is an opportunity to gain valuable exposure to the intricacies of branding and enhance understanding of the field. Special thanks to Dr. Konrawan Rattanaburi from Walailak University International College, Thailand and Chonlapat Kongsricharoen (Fiat) Senior Brand Manager, KFC Thailand, for the sharing session.



12 JULY 2024

EMBA29 ACADEMIC TRIP EXPOSES STUDENTS TO GLOBAL BUSINESS STRATEGIES AT DHL, MIDA AND INTEL

On 12 July 2024, as part of the Global Business Strategy course for final-year MBA students of EMBA29 from UiTM Perak, an academic trip was organised to DHL Penang Gateway, MIDA Penang, and Intel Penang. The primary objective of this visit was to expose students to the global business strategies adopted by leading organisations to remain competitive in the international market. Discussions also focused on the issues and challenges faced by companies in expanding their businesses into wider markets. In addition, the programme provided valuable opportunities for students to exchange ideas and knowledge with industry experts, allowing them to gain practical insights into real-world business operations. Indirectly, this initiative also helps to promote Universiti Teknologi MARA (UiTM) at the international level as an institution of excellence in higher education.



17 JULY 2024

AAGBS AND JABATAN ARKIB UNIVERSITI STRENGTHEN RECORDS AND ARCHIVES MANAGEMENT

Arshad Ayub Graduate Business School held an Engagement Session with Jabatan Arkib Universiti, PTAR UiTM Shah Alam on 17 July 2024. The session was conducted to review and discuss strategies to enhance the management of records, archives, and the university gallery in line with institutional standards and best practices. The engagement provided a valuable platform for both parties to exchange ideas and share expertise on improving processes related to pengurusan rekod, pengurusan arkib, and the galeri universiti, ensuring that important institutional information is properly maintained, preserved, and easily accessible. Sincere appreciation is extended to the representatives from Jabatan Arkib Universiti, Bahagian Pengurusan Rekod, and Bahagian Pengurusan Arkib for their commitment, guidance, and continued support in strengthening records and archival management at AAGBS.



24 JULY 2024

UiTM'S PROGRAM MAU'IZAH FOCUSES ON MENTAL AND SPIRITUAL WELL-BEING

On 24 July 2024, the Program Mau'izah organized by Bahagian Hal Ehwal Islam, Universiti Teknologi MARA (UiTM) was held at Arshad Ayub Graduate Business School. The program aimed to provide spiritual guidance and raise awareness on the importance of mental and emotional well-being within an Islamic framework.

The invited speaker, Ustaz Mohd Azri Aripin (Timbalan Pendaftar Kanan Hal Ehwal Islam), delivered an insightful talk entitled "Mental Health in the Islamic Psychospiritual Approach (Tazkiyatun Nafs by Imam Ghazali)". His session highlighted how the purification of the soul (Tazkiyatun Nafs) as taught by Imam Ghazali can help individuals manage stress, emotional struggles, and inner conflicts in a holistic and spiritually grounded way. The session provided valuable perspectives on integrating faith, self-reflection, and emotional resilience, making it highly beneficial for participants in today's demanding academic and professional environment.



28 - 30 JULY 2024

AI NEXUS DRIVES AI INTEGRATION IN TEACHING AND LEARNING AT YAYASAN ISLAM KELANTAN

The programme “Melestarikan Pendidikan Digital: Pendedahan kepada Penggunaan AI dalam Pembangunan Pelan dan Bahan Pengajaran” was successfully conducted at Yayasan Islam Kelantan (@yikkelantan) from 28 to 30 July 2024. The programme aimed to enhance participants’ understanding and practical application of AI in the development of teaching plans and instructional materials, supporting the advancement of digital education.

Throughout the three-day programme, participants engaged in meaningful learning activities designed to strengthen their knowledge and skills in integrating AI into educational practices. The exposure gained is expected to contribute to more innovative, effective, and technology-driven teaching and learning processes in the future. This initiative was supported by AI Nexus, a SIG (Special Interest Group) of AAGBS, which is committed to promoting the use of artificial intelligence in education and professional development. Through such collaborations, AI Nexus continues to play an active role in driving educational innovation and digital transformation.



30 JULY 2024

TAKLIMAT OA STRENGTHENS DIGITAL WORKFLOWS AT ARSHAD AYUB GRADUATE BUSINESS SCHOOL

On 30 July 2024, a Taklimat OA (Office Automation) was held at Arshad Ayub Graduate Business School, delivered by Pn. Norelissuryani Mokhtar (Penolong Pegawai Teknologi Maklumat Kanan FA32 (Ketua Seksyen)).

The briefing aimed to provide participants with a clearer understanding of the Office Automation (OA) system, particularly in supporting the efficient management of administrative tasks, document processing, and internal workflows. The session also highlighted how OA can enhance productivity, improve record tracking, and streamline communication across departments, helping the university achieve more effective and organized operations.



2 AUGUST 2024

ASSOC. PROF. DR. MOHAMAD NIZAM JAAFAR REPRESENTS AAGBS IN INTERNATIONAL ACADEMIC PROGRAMME

Arshad Ayub Graduate Business School (AAGBS), Universiti Teknologi MARA (UiTM) proudly records the international academic engagement of Assoc. Prof. Dr. Mohamad Nizam Jaafar, who was invited to serve as a visiting lecturer at Walailak University International College (WUIC), Thailand, from 22 July to 2 August 2024.

During this period, Assoc. Prof. Dr. Mohamad Nizam Jaafar delivered the course Digital Currency and Blockchain Technology, providing students with in-depth exposure to emerging financial technologies, blockchain systems, and digital currency applications. His involvement contributed significantly to enriching the academic experience of students through the sharing of expertise, practical knowledge, and global perspectives in this rapidly evolving field. This international teaching engagement reflects AAGBS's continued commitment to academic excellence, global collaboration, and knowledge exchange, while further strengthening the strategic partnership between AAGBS, UiTM Shah Alam and Walailak University International College.



12 AUGUST 2024

ASSOCIATION OF ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (AACSB) BRIEFING

Arshad Ayub Graduate Business School (AAGBS) UiTM Shah Alam hosted a pivotal AACSB briefing, designed to prepare for the upcoming PRT Chair Visit scheduled from September 2 to 5, 2024. This important session aimed to provide insights into the accreditation process and the standards set by the AACSB. The briefing attracted a diverse group of nine Program Coordinators and Heads of Postgraduate Studies from across the nation, representing the campuses of Johor, Melaka, Perak, Penang, Kedah, Terengganu, Kelantan, Sabah, and Sarawak. Their collective expertise and participation underscored the collaborative spirit essential for achieving AACSB accreditation. Facilitated by the esteemed Assoc. Prof. Dr. Hadijah Iberahim, Head of the Quality and Accreditation Unit at AAGBS UiTM Shah Alam, the seminar was an engaging and informative experience, equipping attendees with the knowledge and strategies necessary to excel in the accreditation journey. As the school prepares for this significant event, the commitment to maintaining the highest standards of quality and excellence in business education remains at the forefront.



24 - 25 AUGUST 2024

AAGBS OPEN DAY “JOM BELAJAR DI AAGBS” 2024

The AAGBS Open Day “Jom Belajar di AAGBS” was successfully held over two days from 24 - 25 August 2024 at Arshad Ayub Graduate Business School (AAGBS). The event provided an excellent platform for prospective students, parents, and visitors to explore the wide range of postgraduate programmes offered by AAGBS, including information on academic pathways, entry requirements, and career opportunities. Participants had the opportunity to engage directly with academic staff and administrative teams, allowing them to gain deeper insights into the learning environment, facilities, and support services available at AAGBS.



20 - 25 AUGUST 2024

PROMOTING POSTGRADUATE PROGRAMMES: AAGBS AT KEY EDUCATION AND CAREER EVENTS

From 20 to 25 August 2024, Arshad Ayub Graduate Business School (AAGBS), Universiti Teknologi MARA (UiTM) actively participated in a series of Postgraduate Programmes promotion activities through several major national education and career events. These included the AEROSPACE SUMMIT 2024 on 20 and 21 August 2024 at the Malaysia International Trade & Exhibition Centre (MITEC), Kuala Lumpur (Hall 5, Level 2), as well as the STAR EDUCATION FAIR 2024 and the MEGA CAREERS & STUDY FAIR 2024, both held on 24 and 25 August 2024 at Pavilion Bukit Jalil Exhibition Centre and Kuala Lumpur City Centre (KLCC) respectively.

These platforms provided AAGBS with valuable opportunities to engage with prospective students, working professionals, and industry representatives, allowing the School to showcase its wide range of postgraduate programmes, academic strengths, and career-oriented learning pathways. Visitors were able to receive first-hand information on programme offerings, entry requirements, and the unique learning experience at AAGBS.

Sincere appreciation is extended to the dedicated Academic Staff who represented AAGBS during these events — Assoc. Prof. Dr. Mohamad Nizam Jaafar, Dr. Zurina Ismail, Dr. Hamidah Md Yusop, and Dr. Alisa Ibrahim — for their commitment and contributions in promoting AAGBS and strengthening its visibility at the national level.



27 AUGUST 2024

AAGBS SCHOLARS EMBARK ON INTERNATIONAL RESEARCH SECONDMENT AT UNIVERSITY OF DONJA GORICA

The AAGBS Erasmus “Overcoming the Digital Divide between Europe and South East Asia” (ODDEA) research team had a discussion session with Mr Tamas Krudy, a doctoral student from Széchenyi István University of Győr (SIU), Hungary. The meeting was held to review Tamas’ research progress for ODDEA Work Package 2. He has written the first draft of his research paper on youth’s perception of social media. The research team is happy that Tamas is doing good progress and is on track to publish his paper. The session ended with a presentation of the certificate of participation to Tamas as he will be completing his research secondment.



27 AUGUST 2024

ASSURANCE OF LEARNING (AoL) DOCUMENTATION BRIEFING SESSION 2024

On 27 August 2024, Assoc. Prof. Dr. Wahida Ahmad, Head of Postgraduate Studies, AAGBS, led an insightful Assurance of Learning (AoL) Documentation Briefing Session. The session brought together lecturers from AAGBS main campus and branch campuses, reflecting a strong commitment across the institution to maintain consistency and quality in academic delivery.

The briefing focused on strengthening understanding of AoL documentation requirements, assessment alignment, and continuous improvement processes to ensure that the 2024 curriculum meets and upholds the highest standards of academic excellence and quality assurance. Through this session, participants were able to align teaching, learning outcomes, and assessment practices in support of AAGBS's ongoing efforts to enhance programme quality and accreditation readiness.



28 AUGUST 2024

MAJLIS MAKAN MALAM GALA SAMBUTAN 25 TAHUN UiTM

On the evening of 28 August 2024, we celebrated 25 years of excellence of Universiti Teknologi MARA (UiTM) as a leading and outstanding university. Heartfelt appreciation is extended to everyone who has been part of this remarkable journey. Together, we continue to move forward toward an even brighter and more promising future.

This gala dinner provided a meaningful platform for members of the UiTM community, including AAGBS, to come together in celebrating the institution's achievements, growth, and contributions to education, research, and society over the past 25 years. It also served as a moment of reflection on the collective efforts, dedication, and commitment that have shaped UiTM into a globally respected yet locally grounded institution. Success is not merely a destination, but a continuous journey built on perseverance and dedication. With the spirit of "Globally Renowned, Locally Rooted," AAGBS and UiTM remain committed to advancing excellence and facing future challenges with confidence and unity.



9 SEPTEMBER 2024

BRIDGING THE DIGITAL DIVIDE THROUGH GLOBAL RESEARCH COLLABORATION: DR. AZLINA HANIF'S ERASMUS SECONDMENT AT SZÉCHENYI ISTVÁN UNIVERSITY

Dr. Azlina Hanif, Senior Lecturer in Economics at AAGBS, is undertaking a one-month ERASMUS research secondment at Széchenyi István University of Győr under the ODDEA project, focusing on the role of institutions and market structures in the growth impact of digital goods (ICT). On 9 September 2024, together with Project Coordinator Prof. Dr. Anetta Čaplanová, she conducted an engagement session with faculty members to introduce the ODDEA project and promote future collaborations, including joint research, co-teaching, conferences, and staff and student exchanges. This collaboration strengthens cross-regional academic networks and supports efforts to bridge the digital divide between Europe and Southeast Asia.



11 SEPTEMBER 2024

QUALITATIVE RESEARCH WORKSHOP LED BY PROFESSOR DR. RICK DELBRIDGE AT AAGBS

AAGBS hosted a successful Qualitative Workshop on Wednesday, 11 September 2024! □ We were thrilled to have Professor Dr. Rick Delbridge from Cardiff Business School, the 'Qualitative Guru' himself, lead this engaging session. Held in our Smart Classroom, participants gained invaluable insights into qualitative research techniques and how they can be applied to business and social science studies. A big thank you to Professor Dr. Delbridge for sharing his expertise and to all our participants for making this workshop a meaningful and interactive experience!



12 - 13 SEPTEMBER 2024

AiCoBM 2024: ADVANCING GLOBAL DIALOGUE IN BUSINESS AND MANAGEMENT

The 4th AAGBS International Conference on Business Management (AiCoBM 2024) was successfully held, marking another significant milestone in AAGBS's commitment to advancing global discourse in business, management, and leadership. The conference brought together academics, industry leaders, policymakers, and international partners to engage in meaningful discussions on navigating uncertainty, innovation, and sustainable business strategies in a rapidly changing global environment.

AAGBS extends its sincere appreciation to its strategic partners, Yamaguchi University (Japan) and Cardiff University (United Kingdom), as well as its valued collaborators, UiTM Perpustakaan Tun Abdul Razak (PTAR) and Penerbit UiTM, whose strong support contributed greatly to the successful organisation of the conference. The School also gratefully acknowledges the generous sponsorship of FWD Takaful Berhad and Maybank Islamic, which played a vital role in enhancing the overall quality and impact of the event. AiCoBM 2024 was further strengthened by the presence of distinguished keynote speakers who brought diverse perspectives from academia and industry.

Tan Sri Bashir Ahmad Abdul Majid, Chairman of Mass Rapid Transit Corporation (MRT Corp) Malaysia, delivered a compelling keynote on "Navigating Uncertainty: Strategies for Thriving in the Dynamic Business Landscape," offering strategic insights on leadership and resilience in times of disruption.



Professor Rick Delbridge of Cardiff Business School and Board Director of the Social Science Research Park (SPARK) shared his expertise through his keynote, “Developing Collaboration and Innovation: The Case of Social Science Research Park (SPARK),” highlighting the importance of research ecosystems in driving innovation.

The conference concluded with an inspiring keynote by Dato’ Sri Dr. Hj Irmohizam Ibrahim, Group Managing Director of World Trade Centre Kuala Lumpur and Board Director of the World Trade Centers Association (WTCA), who spoke on “Best Strategies for Leading Through Uncertainty,” emphasizing adaptive leadership and strategic foresight in today’s volatile business environment.

AiCoBM 2024 also welcomed special international delegates from Yamaguchi University (Japan), Chiang Mai University (Thailand), Institut Teknologi Bandung – School of Business and Management (Indonesia), and Tokyo University of Agriculture and Technology (Japan). Their participation significantly enriched the intellectual exchange and strengthened AAGBS’s international academic and research networks.

The conference provided a dynamic platform for the presentation of research papers, exchange of ideas, and development of new collaborations across institutions and countries. The active engagement of participants, together with the dedication of the organising committee, ensured that AiCoBM 2024 was not only academically rigorous but also highly impactful.



19 - 20 SEPTEMBER 2024

AAGBS STRIVES FOR EXCELLENCE IN ASSURANCE OF LEARNING (AoL) WORKSHOP

Over the past two days (19-20 September 2024), faculty members from Arshad Ayub Graduate Business School (AAGBS), including those from the Shah Alam main campus and various branch campuses, came together for a comprehensive Assurance of Learning (AoL) Workshop 2024² for Cycle 1 Year 1 (C1Y1). This workshop aimed to further elevate the quality of teaching delivery across our MBA, MIBF, DBA, and PhD programmes. The workshop, led by our esteemed AoL Chairperson, Assoc. Prof. Dr. Siti Zaleha Sahak, and featuring opening remarks from AAGBS Dean, Professor Dr. Norzanah Mat Nor. A Brief explanation about reporting, discussion, and strategic alignment by Assoc. Prof. Dr. Wahida Ahmad (Head of Postgraduate Studies) and Assoc. Prof. Dr. Hadijah Ibrahlim (Head of Quality Management).

Faculty members engaged in insightful sessions, addressing program-specific assurance, and sharing ideas on innovative methods to enhance learning outcomes. The AoL workshop reflects AAGBS continuous commitment to upholding academic excellence and adapting to the evolving needs of our students and the industry. With contributions from our dedicated faculty members, resource persons, and AoL committees, this collaborative effort ensures that our graduate programs remain competitive, impactful, and student-centered. Thank you to all faculty members from all branches and campuses for joining the workshop. We look forward to seeing the positive outcomes from this workshop, as we continue to nurture the next generation of business leaders and professionals.



24 SEPTEMBER 2024

MAJLIS AMANAT DEKAN AAGBS 2024

The Majlis Amanat Dekan AAGBS 2024 was successfully held on 24 September 2024 at the PTAR 2 Auditorium, Faculty of Law, Universiti Teknologi MARA (UiTM). This important event served as a key platform for the School's leadership to communicate the strategic direction, achievements, and future plans of Arshad Ayub Graduate Business School (AAGBS) to its academic and administrative staff.

During the session, the Dean of AAGBS delivered a comprehensive address outlining the School's performance in areas such as academic excellence, research, internationalisation, digital transformation, and continuous quality improvement, in line with UiTM's aspirations and the evolving global higher education landscape. The address also emphasized the importance of a high-performance work culture, cross-departmental collaboration, and sustained commitment to strengthening AAGBS's position as a leading graduate business school.



27 SEPTEMBER 2024

AAGBS GET TOGETHER SERIES 1: STRIDE TO SUCCESS – STEPS CHALLENGE 2024

Over the past month, AAGBS staff took on the challenge and showed incredible spirit in promoting health and wellness through the UiTM 10,000 Steps Campaign. The month-long initiative encouraged academic and administrative staff to engage in regular physical activity while strengthening social connections across the School. The programme concluded with a closing event held on 27 September 2024 at Taman Botani Negara Shah Alam, where participants gathered to celebrate their collective achievements and dedication. Throughout the challenge, staff members demonstrated strong participation, enthusiasm, and mutual support, contributing to the success of the programme.

Awards were presented to winners in the Muda Berlian and Emas Permata categories, alongside lucky draw prizes that added to the celebratory atmosphere. Overall, the Stride to Success initiative successfully fostered a sense of unity, motivation, and healthy living among the AAGBS community, supporting a positive and productive organisational environment.



7 OCTOBER 2024

TAKLIMAT PENGUKUHAN INTEGRITI 2024 BAHAGIAN INTEGRITI UiTM

Sesi Taklimat Pengukuhan Integriti was conducted on 7 October 2024 at Dewan Kuliah A, Fakulti Pengurusan dan Perniagaan, UiTM Shah Alam, and delivered by Puan Nik Shakerah Md. Sukri, Ketua Unit Pematuhan Pengukuhan Integriti dan Tatatertib, Bahagian Integriti UiTM. The session aimed to enhance awareness of integrity, compliance, and disciplinary practices among AAGBS staff. It highlighted the importance of ethical conduct, transparency, and accountability in supporting good governance within UiTM. The briefing contributed to strengthening an integrity-driven culture across AAGBS UiTM.



7 OCTOBER 2024

MESYUARAT AKADEMIK BIL. 2/2024

On 7 October 2024, Arshad Ayub Graduate Business School (AAGBS) UiTM held Mesyuarat Akademik Bil. 2/2024 at Dewan Kuliah A, Fakulti Pengurusan dan Perniagaan, UiTM Shah Alam. The meeting provided a structured platform for academic leaders and staff to review academic performance, discuss key operational matters, and align strategies for the continuous improvement of academic programmes and service delivery. It also supported effective coordination among departments and strengthened decision-making processes in line with UiTM's academic governance framework. Through this meeting, AAGBS reinforced its commitment to academic quality, accountability, and institutional effectiveness.



23 OCTOBER 2024

AAGBS MBA INDUSTRY VISIT TO GALAXY AEROSPACE: BRIDGING ACADEMIC LEARNING & AEROSPACE INDUSTRY PRACTICE

Exciting Industry Visit: AAGBS MBA Students Gain Exclusive Access to Galaxy Aerospace! On Wednesday, 23rd October 2024, MBA students from Arshad Ayub Graduate Business School (AAGBS) had an incredible opportunity to step inside Galaxy Aerospace (M) Sdn. Bhd. for an exclusive behind-the-scenes look at one of Malaysia's leading aerospace companies. This visit, organized as part of the Global Business Strategy (MGT786) course under Dr. Alisa Ibrahim, provided students with a rare chance to explore the core of aircraft maintenance, repair, and overhaul (MRO) operations which support both civil and military aviation.

A huge thank you to Galaxy Aerospace! We would like to extend our deepest appreciation to Dato' Shamsul Kamar Samsudin, Datin Zulhani Alias and their esteem team of Galaxy Aerospace for welcoming our students and offering such an enriching experience. The company's executives went above and beyond to share invaluable insights into global business strategies, advanced technologies, and the competitive landscape of the aerospace industry. Looking forward to more collaborations! This partnership not only benefited our students but also strengthened the bond between UiTM and industry leaders like Galaxy Aerospace. We hope this mark the beginning of more exciting collaborations in the future, paving the way for internships, research opportunities, and further engagement.



28 OCTOBER 2024

SESI LIBAT URUS DAN TAKLIMAT PEMAKAIAN PEKELILING PERKHIDMATAN BILANGAN 1 TAHUN 2024

Sesi Libat Urus dan Taklimat Pemakaian Pekeliling Perkhidmatan Bilangan 1 Tahun 2024 Pelaksanaan Sistem Saraan Perkhidmatan Awam (SSPA) was conducted on 28 October 2024 (Monday) at Bilik Telesidang AAGBS, in a hybrid format involving both face-to-face and online participation. The session was organised at the Peringkat Kampus Cawangan / Kolej Pengajian / Fakulti / Jabatan level to ensure wide engagement and effective dissemination of information.

The session aimed to provide clear guidance on the implementation of Sistem Saraan Perkhidmatan Awam (SSPA) as outlined in Pekeliling Perkhidmatan Bilangan 1 Tahun 2024, enabling staff to better understand the new remuneration structure, policies, and operational implications. It also served as a platform for engagement, allowing participants to seek clarification and share feedback on matters related to the SSPA.



13 - 15 NOVEMBER 2024

AUDIT PEMATUHAN ETIKA AAGBS 2024

Sesi Audit Pematuhan Etika AAGBS 2024 was conducted from 13 to 15 November 2024 at Bilik Telesidang AAGBS as part of AAGBS's ongoing commitment to upholding ethical governance and institutional integrity. The audit was led by a distinguished panel comprising Dr. Azhani Arshad from Fakulti Undang-Undang and En. Hafizi Ahmad from Unit Kewangan Zon 8.

The session was coordinated by the Sekretariat, represented by En. Muhammad Hasif Mussori from Unit Pengurusan Aduan, Pengesanan dan Pengesahan, Tadbir Urus, Bahagian Integriti. The audit focused on evaluating compliance with ethical standards, governance practices, and institutional procedures within AAGBS, ensuring alignment with UiTM's integrity and accountability framework.

Through this structured review process, AAGBS was able to identify areas of strength and opportunities for continuous improvement in ethical practices and internal governance. The Sesi Audit Pematuhan Etika played an important role in reinforcing transparency, professionalism, and a strong culture of integrity within the School.

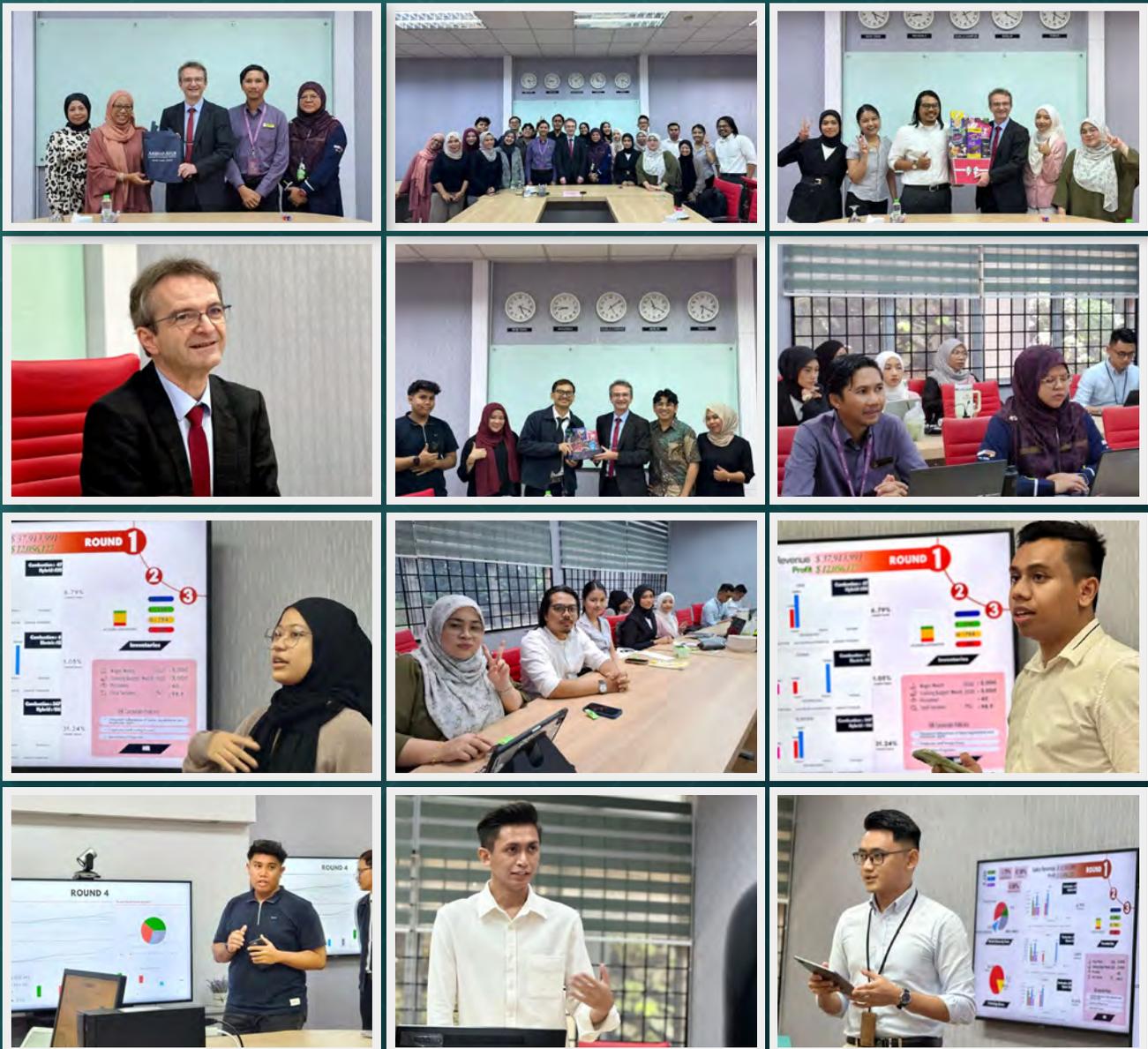


16 NOVEMBER 2024

BUSINESS SIMULATION CHALLENGE FOR MGT786 AND MGT790 STUDENTS

The Business Simulation Challenge was successfully conducted for students enrolled in MGT786 (Global Business Strategy) and MGT790 (Strategic Management) as part of AAGBS's experiential learning approach. The simulation required students to manage a virtual company across eight competitive rounds, during which they were tasked with making strategic decisions involving financial performance, ESG requirements, and market dynamics. Through this hands-on activity, students applied theoretical knowledge to real-world business scenarios, enhancing their strategic thinking, analytical skills, and decision-making capabilities in a dynamic and competitive environment. The challenge also fostered teamwork, leadership, and adaptability, which are essential competencies for future business leaders.

The activity was guided and monitored by Visiting Professor Prof. Dr. Georg Hauer, whose expertise provided valuable direction and academic rigor to the simulation. Overall, the Business Simulation Challenge contributed meaningfully to strengthening students' practical understanding of global and strategic management concepts.



22 NOVEMBER 2024

MAJLIS PRA GRADUASI DAN APRESIASI PELAJAR (SESI MAC - JULAI 2024)

Majlis Pra Graduasi dan Apresiasi Pelajar (Sesi Mac – Julai 2024) was held on 22 November 2024 at Ballroom 2, De Palma Hotel, Shah Alam, to recognise and celebrate outstanding academic achievements among students of Arshad Ayub Graduate Business School (AAGBS) UiTM. A total of 139 students received awards, comprising recipients of Anugerah Pascasiswazah Fakulti (APF), Anugerah Pascasiswazah Cemerlang (ASC), Anugerah Tamat Kedoktoran, and Anugerah Program Mobiliti Pelajar.

The ceremony reflected AAGBS’s strong commitment to academic excellence, postgraduate development, and international exposure. The event was graced by distinguished guests, including Prof. Dr. Hj. Mohd Sazili Shahibi, Timbalan Naib Canselor (HEP) UiTM; Prof. Dr. Faizah binti Abd Majid, Chief Executive Officer, Institute of Continuing Education & Professional Studies (iCEPS UiTM); and Dato’ Sri Dr. Hj. Irmohizam Ibrahim, Group Managing Director WTCKL and Duta AAGBS. AAGBS UiTM extends its heartfelt congratulations to all award recipients for their exceptional academic achievements and contributions.



A total of 139 recipients were honoured during the Majlis Pra Graduasi dan Apresiasi Pelajar (Sesi Mac – Julai 2024) in recognition of their outstanding achievements and contributions. The awards comprised 119 recipients of Anugerah Pascasiswazah Fakulti (APF), 8 recipients of Anugerah Pascasiswazah Cemerlang (ASC), 7 recipients of Anugerah Tamat Kedoktoran, and 5 recipients of Anugerah Program Mobiliti Pelajar.

In addition, special recognitions were presented through the Anugerah Majlis, including Anugerah Busana Terbaik (Pelajar Lelaki), Anugerah Busana Terbaik (Pelajar Perempuan), Anugerah Busana Terbaik (Pelajar Pensyarah), Anugerah Busana Terbaik (Pelajar Staf), and Anugerah Pensyarah Paling Popular, celebrating excellence, engagement, and community spirit. These awards reflect AAGBS's commitment to academic excellence, holistic development, and a vibrant postgraduate community.



25 NOVEMBER 2024

STRENGTHENING ACADEMIC COLLABORATION WITH UNIVERSITAS PARAMADINA

Arshad Ayub Graduate Business School (AAGBS) was honoured to host Universitas Paramadina for a productive engagement session aimed at exploring potential areas of collaboration between both institutions. The meeting provided a valuable platform for the exchange of ideas, best practices, and strategic perspectives on academic excellence, research, and innovation.

The discussion reflected a shared commitment to strengthening international partnerships and advancing academic development through collaborative initiatives such as joint research, academic exchanges, and knowledge-sharing programmes. This engagement marks an important step in expanding AAGBS's global network and reinforcing its role as a hub for international academic cooperation, paving the way for meaningful and sustainable partnerships in the future.



28 NOVEMBER 2024

MBA STUDENT VISIT TO KOMPLEKS PENGASIH CINTA MANIS

On 28 November 2024, students from the Master in Business Administration (MBA) programme at Arshad Ayub Graduate Business School (AAGBS), UiTM conducted a site visit to Kompleks PENGASIH Cinta Manis. The visit involved 14 MBA students and was accompanied by Dr. Ainul Azreen Adam as the supervising lecturer.

The visit provided students with valuable exposure to community-based organisational management and social rehabilitation practices. AAGBS extends its sincere appreciation to Persatuan PENGASIH Malaysia for their warm hospitality and meaningful knowledge sharing. The engagement enriched students' understanding of social responsibility and strategic management in a real-world setting, supporting the School's commitment to experiential learning and holistic student development.



9 DECEMBER 2024

AAGBS CONDUCTED AN INDUSTRY VISIT TO GARDENIA FACTORY

On 9 December 2024, AAGBS conducted an Industry Visit to Gardenia Factory! A total of 44 participants (including 9 lecturers and 35 students from MBA and MIBF programs) joined the trip, organized by AA7042BF for the OPM772 class under Assoc. Prof. Ts. Dr. Fathi Abu Yaziz.

Highlights of the visit:

- Observing the production of Gardenia's bread (Quick Bites) and waffles.
- Watching corporate videos showcasing Gardenia's legacy, supply chain process and CSR initiatives.
- Learning how Gardenia gives back to the community through impactful CSR programs, inspiring us to adopt similar values in our future endeavors.
- Engaging in a lively Q&A session.
- Enjoying free coffee, tea, and refreshments.
- Receiving thoughtful goodie bags from Gardenia.

The visit provided invaluable insights into managing large-scale operations and supply chains, bridging academic theory with industry practice. Thank you, Gardenia Malaysia, for hosting us and creating such a memorable experience!



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