

# The Impact of Accounting Camp: A Collaboration between Rajamangala University of Technology Srivijaya (RUTS) and Universiti Teknologi MARA (UiTM)

Lamun Kayurin<sup>1</sup>, \*Nadzir Awang Ahmad @ Said<sup>2</sup>, Natcha Saramas<sup>2</sup>, Amir Hakim Osman<sup>2</sup>, Azrul Abdullah<sup>2</sup>

<sup>1</sup>Faculty of Business Administration, Rajamangala University of Technology Srivijaya,

<sup>2</sup>Faculty of Accountancy, Universiti Teknologi MARA Cawangan Perlis

\*Corresponding author: [nadzir@uitm.edu.my](mailto:nadzir@uitm.edu.my)



## Introduction

The collaboration between Rajamangala University of Technology Srivijaya (RUTS) and Universiti Teknologi MARA (UiTM) Perlis Branch, began in 2023 through a simple academic group discussion at UiTM Perlis. From that modest beginning, the initiative grew into a meaningful annual Accounting Camp, conducted in 2023, 2024, and 2025. Each year, nearly 100 students and academic staff from both countries participated, forming strong cross-border bonds and sharing academic, cultural, and professional experiences. The main objective of the camp was to foster internationalization in accounting education – building academic knowledge while nurturing cultural understanding. This aligns with global trends that emphasize the importance of integrating international exposure into accounting curricula to enhance students' global preparedness (Wangwei & Judge, 2024). For students, the camp provided a platform to engage in cross-cultural academic dialogue, while faculty benefited from new insights into pedagogy and collaboration.

## A Diverse Range of Enriching Activities

Each year, the camp featured academic workshops on writing and publication, along with guest lectures that covered both core accounting topics and contemporary issues such as artificial intelligence in accounting and the United Nations Sustainable Development Goals (SDGs). These engagements helped students explore global challenges and future trends in their field, fostering critical thinking and academic motivation.

Beyond the classroom, the program emphasized holistic development. Activities included international sports events, traditional cultural games, and student competitions ranging from case studies to business model canvas (BMC), customer value proposition (CVP), pitching challenges, and academic presentations. Students were also introduced to local communities and sustainable entrepreneurs, including visits to the Nod Na Lay Learning Centre, Tha Hin Community in Sating Phra, Songkhla Old Town heritage businesses, and the Perlis Halal Hub in Kuala Perlis. Cultural performances and city tours added further depth, allowing students to experience the rich traditions and local heritage of each host country.

### **Positive Student Impact: Learning Beyond Borders**

The benefits of international academic programs like this are well-documented. Students often gain more than just academic skills as they develop resilience, motivation, and a broadened worldview. At the camp, students sharpened their communication and language skills, particularly in English, and built confidence through presentations and group activities (Thahira et al., 2023). The immersive, multicultural environment promoted leadership, teamwork, and cross-cultural competence (Brake et al., 2020). Engaging with diverse peers allowed participants to develop empathy, open-mindedness, and an appreciation for global perspectives, skills that are increasingly vital in the accounting profession (Abraham, 2007).

### **Academic Staff Impact: Enriching Pedagogy and Collaboration**

Faculty members benefited through shared teaching practices, curriculum insights, and opportunities for international research collaboration. Studies show that cross-border academic projects foster innovation, improved teaching methods, and expanded professional networks (Barczyk et al., 2012; Wang et al., 2005; Mascarenhas et al., 2024). The collaborative environment encouraged reflective practice and opened doors for long-term academic partnerships. Faculty also reported gaining greater cultural sensitivity and broader global competence, skills that enhance their ability to engage diverse classrooms and navigate interdisciplinary collaborations (Schalkwyk & McMillan, 2016).

### **Reflections and Satisfaction**

Feedback collected from the three-year initiative was overwhelmingly positive, with a 100% satisfaction rate. Participants were composed of 60% female and 40% male students, reflecting balanced gender inclusion. Testimonials consistently highlighted the program as one of the most enriching academic experiences in their educational journey. Many students noted that the experience helped them become more confident, globally aware, and better prepared for professional life. Faculty members emphasized the lasting institutional ties and mutual growth made possible through the program.

### **Conclusion**

The Accounting Camp between RUTS and UiTM Perlis Branch represents a model of impactful, cross-border academic collaboration. It empowered students through immersive learning, enhanced faculty teaching and research, and celebrated diversity through shared experiences. As higher education continues to globalize, initiatives like this are essential in preparing future professionals to lead in interconnected, multicultural environments.

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