

MGT666

# INDUSTRIAL TRAINING REPORT

INSTITUTE OF  
HUMAN CENTERED  
ENGINEERING  
(IHUMEN),  
UTM JOHOR



اوتو تكنولوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

1 MARCH - 15 AUGUST 2023

 **iHumEn**  
stitute of Human Centered Engineering

NETHALYN ANAK EDIE  
2021393749  
BA232



# Executive Summary

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I underwent industrial training as a practical student at the Institute Human Centered of Engineering (iHumEn) at Universiti Teknologi Johor Bahru, Johor. iHumEn is a research institute under the Faculty of Biomedical engineering and health sciences. Thank you so much. During my internship here, it was very good. The staff who work here are very friendly and kind.

In this report, there are several sections starting with the student's profile, company's background, training's reflection, SWOT analysis, discussion and recommendation, conclusion, references and finally the appendices. In addition, I also attach the company's recent resume, mission and vision where it is in the Company's background section.

In the section training's reflection is where I tell the tasks I did during my internship at iHumEn for 6 months. Started with main task, routine and also my side task. There are various types of assignments given where they are all very useful for me to learn and gain experience. Next, I also explained my role as a committee member at every function or activity conducted by iHumEn.

The important part is the main part of the report is the SWOT analysis. SWOT analysis tells about iHumEn's strengths, weaknesses, opportunities and treats. After explaining all the SWOT analysis, there is also a Recommendation where it is necessary to research how we want to solve or provide a solution to the SWOT that is in iHumEn. Everything I'm talking about is more detailed in the section I've prepared. I also attach some references and appendices as a reference.

# TABLE OF CONTENT

**01**

**Executive Summary**

**02**

**Table of Contents**

**03**

**Acknowledgment**

**04**

**Student's Profile**

**05**

**Company's Profile**

**06**

**Training's Reflection**

**07**

**Swot Analysis**

**08**

**Discussion & Recommendation**

**09**

**Conclusion**

**10**

**References**

**11**

**Appendices**

# ACKNOWLEDGEMENT

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First of all I would like to thank you to my department Institutions of Human Centered Engineering under a University Technology Malaysia for giving me this opportunities for accepting me as an internship student.

Through this internship, I would like to express my appreciation to all my friends, family and especially my colleague who are always at by my side and always helping me at workplace. For my friends, they support me, giving me opinions throughout this report. My family who always support me by giving me encouragement in complete this assignment.

Also, I would like to express my gratitude to my Advisor Madam Nur Hazwani Binti Mohamad Roseli, who are always guided and assist me on this task until finished all the reports. Every comments, improvement are very meant a lot to my report.



# STUDENT PROFILE



## INTERNSHIP APPLICATION

Duration: 1st March - 15 August 2023 (6 months)

Preferred Location: Peninsular Malaysia

### BACKGROUND & PERSONALITY



**NETHALYN ANAK EDIE**

**About me:** I'm a final year student Bachelor in Office System Management (Hons.) from University Technology Mara (UiTM). Strong in office system knowledge in terms of database, software, documentation and assisting researching and preparing information and any kind of task that related to the office management.

### RELEVANT SKILLS

- ✓ Microsoft Office
- ✓ Computer skills
- ✓ Communications skills
- ✓ Typing 40 wpm
- ✓ Internet Research
- ✓ Language: Bahasa Melayu - Excellent English - Intermediate

### PROJECTS/COURSE EXPERIENCE

#### Public Webinar

Mental Health Webinar | 08 December, 2021

- Responsibility as activity bureau handling activities of the event such as quizzes
- Write well questions of the quizzes for the event
- Guides the slot of the quizzes
- Attended by 100 people during the webinar

#### HTML Coding Project

Website Handicraft Shop | 19 June, 2020

- Built and maintained websites for shop through online platforms
- Created and tested of websites
- Strengthened skills in web scrapping, HTML coding and web design

### EDUCATION

#### Bachelor in Office Systems Management (Hons.)

University Technology Mara (UiTM) Bandaraya Malacca Campus, Malacca | Expected Graduation 2023

- CGPA: 3.31
- Relevant Coursework: Administrative Operations System, Advanced Records Management, Financial Management, Introduction to Human Resource Management
- Club: Reserve Officer Training Unit (ROTU)

#### Diploma in Office Management

University Technology Mara (UiTM) Samarahan Campus, Sarawak | 2018 - 2020

- CGPA: 3.49
- Relevant Coursework: Administrator Office Management, Executive Note-Taking, Information and Research Skills for Office Professionals, Office Software Application
- Honors & Awards: Made the dean's list in 3 semesters
- Club: Debate club

### WORK EXPERIENCE

#### Internship Student

Universiti Teknologi Malaysia (UTM) Johor Bahru | March 1 - August 15 2023

- Working under iHumEn department of Research Centre
- Gained a knowledge and experience in administrative section

### PROFESSIONAL REFERENCES

**Madam Nur Hazwani Binti Mohd Roseli**

Internship Coordinator  
University Technology Mara (UiTM)

**Madam Nurhafizah Binti Mohd Zolkapli**

Academic Advisor  
University Technology Mara (UiTM)

# COMPANY'S PROFILE



## COMPANY'S NAME

INSTITUTE OF HUMAN CENTERED  
ENGINEERING (iHumEn)

## LOGO



## LOCATION & OPERATION HOUR



I did my practical training under the Institute of Human Centered Engineering (iHumEn) which is located outside the UTM Johor Bahru campus. The location of the iHumEn building is in the Department of Biomedical Engineering and Health Sciences (DBEHS), UTM. Its official address is at Level 2, Wing B, V01m Faculty of Engineering Universiti Teknologi Malaysia, 81310 Johor Bahru, Johor. Working hours are on every Sunday to Thursday from 8:00 am to 5:00 pm except on Thursday at 3:30 pm.



# VISION & MISSION

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## VISION

To be a premier global academic and research institution, excelling in human centered engineering and technology

## MISSION

To lead in the development of holistic talents and innovative technologies for human well-being and prosperity by:

- providing quality services from the state of the art research and facilities
- enhancing national capacity through technology transfer and consultative services
- nurturing creativity and innovativeness of researchers within the niche area and expand through translational research



## BACKGROUND OF ESTABLISHMENT

Universiti Teknologi Malaysia (UTM) is an educational centre by the Government. UTM has 2 branches that were both located in Johor which are UTM Pagoh and UTM Johor Bahru. The headquarters is located at UTM Kuala Lumpur. Each Campus at UTM has its own Research Center and has its own advantages as well. The branch where I did my practical training was at UTM Johor Bahru.

iHumEn is a Institute of Human Centered Engineering that was located at UTM Johor Bahru. iHumEn was established in 2015. Before iHumEn, it was given the name as IHCE.

iHumEn combines professionals and the faculty's skills in computing, electric or electronic, robotic, mechanical, and biomedical engineering to form a multidisciplinary research institute. iHumEn examines how human-centered technology may improve, enhance, and alter our lives. The research centres under iHumEn include the IJN-UTM Cardiovascular Engineering Centre, the Media and Game Innovation Centre of Excellence (MaGICX), the Medical Devices and Technology Centre (MEDiTEC), and the Sport Innovation Technology Centre (SITC).





# PRODUCT

&

# SERVICES



## *Develop a Prototype Ventilator Machine*

iHumEn and UTM Experts created a Ventilator Machine Prototype by utilising 3D technology. A new prototype ventilator equipment being developed by the Ministry of Health Malaysia and UTM will act as a backup measurement in the ongoing battle against the COVID-19 epidemic. If the demand for ventilators in intensive care units (ICUs) across the country exceeds the supply, the Medical Ventilator Apparatus, which operates under the auspices of Collaboration Engineering Services Division, will act as a backup plan for the ministry. According to Prof. Mohammed Rafiq Abdul Kadir, dean of the UTM Faculty of Engineering, the device is based on an open-source design that was initially created by a Polish engineering team. The ministry and UTM are also working with Radicare (M) Sdn. Bhd. to create a prototype splitter kit that will aid COVID-19 patients in ICUs with breathing. The 3D-printed splitter kit will function similarly to the ventilator prototype and is based on an idea developed by a group of medical experts from the Pulmonary and Critical Care Medicine University in Vermont, United States. If the COVID-19 infection pandemic in Malaysia reaches the critical level, the splitter kit will allow two patients getting breathing aid to share a standard ventilator unit.

## *UTM Face Shields*

This face shield is prepared using the Fused Deposition Modeling (FDM) Technology method which is a popular method in additive manufacturing (AM) technology. 3D models of objects are produced through special software and objects are printed using a 3D printer. The team involved is the School of Mechanical Engineering as well as a number of responsibility centers under the Department of the Deputy Vice Chancellor for Research Innovation (TNCPI), among which are the research centers under the Institute of Human Centered Engineering (iHumEn) which are the Media and Game Innovation Center of Excellence (MaGICX), Sport Innovation and Technology Center (SITC) and Medical Device and Technology Center (MEDiTEC).



# PRODUCT & SERVICES

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## *Job on Campus (JoC)*

Through Job on Campus (JoC), iHumEn provides UTM active students with training and employment opportunities. Active UTM students have the chance to take part in Job on Campus (JoC) at the iHumEn institute thanks to iHumEn. Executive Manager, Graphics and Multimedia Designer, Social Media Manager, Website Manager, and Commercial Writer are the five positions available at iHumEn. Eight students have already completed their training and internships at iHumEn. They received exposure and went on to support iHumEn by managing administration, creating posters for different events, and running the organization's website and social media. JoC is a self-improvement training programme that the UTM Career Centre and iHumEn jointly organised to offer part-time training options in a variety of subjects to all enrolled UTM students. In order to improve students' personalities and prepare them for entering the working world, the training strives to generate a comprehensive human capital with added value. This will increase the graduates' marketability. As an added benefit and preparation for entering a more competitive and dynamic professional environment, JoC at iHumEn enables students to develop their leadership, learn new skills, and add value to their resumes. Through the JoC system, which is accessible through the MyUTM / UTMACAD site, current UTM students can apply for this programme.

# TRAINING REFLECTION



## *Duration*

In this 6th semester, I have been given the task of undergoing practical training for 6 months throughout this semester. I have been accepted to an educational university which is Universiti Teknologi Malaysia Johor. I was placed under the Institute of Human Centered Engineering (iHumEn) which is also a research center. I underwent practical training for 6 months starting on 1 March until 15 August which is equivalent to 24 weeks. My working days are every Sunday to Thursday from 8:00 am to 5:00 pm except on Thursdays at 3:30 pm.

## *Specific Department*

The department I work in is a main research center based on technology and engineering research. iHumEn also has 4 Research Centers namely the IJN-UTM Cardiovascular Engineering Centre, the Media and Game Innovation Center of Excellence (MaGICX), the Medical Devices and Technology Center (MEDiTEC), and the Sport Innovation Technology Center (SITC). Each Research Center has its own field. Since iHumEn is the main office or main center, every paperwork, agreement, financial fund and so on must be sent and approved by iHumEn. All invoices, incoming and outgoing letters must have a copy and be kept in the iHumEn file.

## *Benefit*

The benefits that I got was that I was given a job to paint the office walls and was also paid a decent amount. In addition, during the month of fasting I received a lot of Bubur ambuk that was given to take home. In terms of work, I have done various types of work other than just sitting in the office and doing filing. I also decorated the office space, updating the black and white files to be more organised and tidy. I have learned various techniques and skills during my internship here. In terms of software, the use of Excel is very helpful for my future in the real world of work. Being a person who does multi-tasking is very valuable knowledge so that in the future we can handle a task professionally.



# TRAINING REFLECTION



## *Roles, Responsibilities & Task*

### MAIN TASK

To be told, on the first day of practical training, I was taught various basic tasks such as filing and entering forms, outgoing and incoming letters into white files and keying in reference numbers in a Google Drive Office. With regard to my tasks during my internship at iHumEn, my main task is to create various types of letters such as outgoing and incoming letters, appointment letters and invitation letters if external or internal speakers are needed to attend the ceremony. Regarding the type of letter, outgoing letter is a letter that says if the department wants to carry out an activity, meeting, event and so on. For the incoming letter is where the arrival of visitors who want to visit the department, regarding research and more. I am also in charge of entering data and storing it in the department's own Google Drive. In addition, I take part in participating in the department management meeting and after that I will make minutes of the meeting for the meeting. I used the basics I had learned in class to make a complete minutes of meetings.

### ROUTINE

Apart from me focusing on my main task of doing office work, I also have an assigned routine where I post "captions" on social media, namely Facebook and Instagram. The post that I always do is to post articles from the iHumEn Bulletin for each page and each Issue. The purpose of this is to attract the public to read and find out what products, services and activities have been carried out by iHumEn. In addition, promoting for marketing purposes.

### OTHER TASKS

Further more, for my side task is where I design various types of certificates for each event implemented by iHumEn. I designed the certificate in Canva and I followed the format of the certificate provided by iHumEn. On social media, I post various types of posts such as congratulatory greetings, festive greetings, promoting events, club member appointments and many more. To tell more, I also participated as a committee member for various events that have been held. The position I got was a member of the food and beverage committee and a member of the decoration committee. Next, I am in charge of organizing files, beautifying files so that they look more organized, neat and professional. I also design black file tagging to a professional pattern. For the inside, I made a file separator for each type of file and letter so that it would be easy for them to find the letter without taking a long time. I was also assigned to take over managing the iHumEn website in addition to social media. My job is to upload each article in Bulletin Issue 7 and place it in the iHumEn bulletin section along with other Issues.

# SWOT ANALYSIS

## DIAGRAM



A SWOT analysis is a method for evaluating these four components of your company. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis is a tool that can assist you in identifying the current strengths of your business and developing a winning future strategy. The value of a SWOT analysis is that it can assist you in exposing unsafe assumptions and performance blindspots inside your organisation. It can provide fresh perspectives on where your company is right now and assist you in creating the ideal strategy for any circumstance if you use it thoughtfully and in collaboration.



### Strengths

- **Collaboration with Multiple Company and Signing MoU**
- **Various Bulletin Issues Published**



### Weaknesses

- **Lack of Manpower**
- **No expertise in doing Finance**



### Opportunities

- **Exhibition and UTM Nexus Expo**
- **HumEnTech Symposium**



### Threats

- **Multiple Institutions**
- **Compete in terms of Publication**



# DISCUSSION

## STRENGTH



### ***Collaboration with Multiple Company and Signing MoU.***

iHumEn is known as their Research Centre Institute. Their main focusing is develop and technology based on community nowadays. So, there were a lot of collaborative happen with others companies such as Institut Sukan Negara (ISN), Iskandar Investment Berhad, Johor Bahru Youth and Sports Office and more. This collaboration means that iHumEn is a trusted company and has resulting in excellent services and product that they were provided. One of the example of how iHumEn sustain the collaboration is by organizing "Bulan Sukan Negara" cooperation with Johor Bahru Youth and Sports Office. Furthermore, iHumEn also getting their MoU. A memorandum of understanding ( MoU) is a pledge made before an agreement is formed. Based on this theory, the parties to the memorandum of understanding are free to negotiate agreements in the form they see fit, as long as they don't violate the law or the wishes of the parties involved. For example, UTM and the National Sports Institute (ISN) participated in a Memorandum of Understanding (MoU) exchanging ceremony. This Memorandum of Understanding (MoU) was signed to facilitate long-term cooperation and strategic development for academics, research, and service in the fields of science, medicine, and technology.

### ***Various Bulletin Issues Published***

HumEn has produced several issues starting from issue 1 to issue 7. Each year will publish 2 issues. The content in this issue is about projects, events, technology, research and products that have been carried out by iHumEn and also 4 Research Centers namely IJN-UTM CEC, SITC, MEDiTEC and also MaGICX. Each issue has already been printed into a booklet for external and internal distribution. Every time a visitor comes, iHumEn will prepare a set of Bulletin Issue 1 to 7 to be given to those who come such as external auditors, VVIPs, visitors who come from within and outside the state and also from abroad. In this way, iHumEn can promote products or technologies that are carried out to attract the interest of investors or stakeholders. iHumEn prints out the Bulletin and makes it a Booklet. In addition to being made into a booklet, they also made it digitally where everyone can access and not only from JTM but also outsiders. This bulletin is placed on the iHumEn Website for all visitors who browse the HumEn Website to see. According to Tafesse and Wien (2018) examined a variety of business strategies, including interactional, transformational, and informational. Informational strategies present actual product and service information in plain language. Transformational strategies cultivate ongoing interactions with customers through social media advertising (Puto and Wells, 1984; Laskey et al., 1989; Tafesse and Wien, 2018). Their main purpose in producing this iHumEn Bulletin is as one of their marketing strategies in promoting the technology and research results that have been done by each Research Center including iHumEn itself.

# SWOT ANALYSIS

## WEAKNESS



### ***Lack of Manpower***

In terms of weaknesses where there is a lack of manpower. When there is a shortage of staff, the occurrence of multitasking in work happened. For example, since there is no Clerk service, the Administrative assistant has to do the Clerk job. The Administrative Assistant's job is as a Personal Assistant to the Director of the Institute. In addition, when the situation is too busy such as visitors who come, it becomes chaotic because it's handled by one person. Furthermore, since iHumEn is outside the UTM campus area, any business letter has to be sent by yourself inside the campus because there is no "Dispatch". If seen other offices, have their own "Dispatch" to send their important letters or documents into the campus. iHumEn need to sent the letters and documents by themselves. Sometimes when they were too busy with their work, they tend to forget or even late to send the letters to the campus because they need to find a suitable time to leave the office. Research officer need to handle the event by themself without any help cause there were only 2 to 3 staff were available.

### ***No expertise in doing Finance***

Each Research Center does not have a Person In Charge in handling finances. During the Financial Audit, there were several mistakes in preparing financial documents. So they have followed up on the Financial Audit that none of them have the skills to manage finances. When the Financial Audit was conducted, they had to work hard for a day before making sure all the documents were complete. But when the total count does not match the total count from the Treasurer they facing a problem. The importance of having a Finance in charge is where they need strong financial knowledge and decision-making abilities assist people in weighing options and making wise decisions for their financial situations, such as choosing how and when to save and spend, comparing prices before making a major purchase, and making retirement or other long-term savings plans.



# SWOT ANALYSIS

## OPPORTUNITIES



### *Exhibition and UTM Nexus Expo*

In conjunction with DreamEdge Sdn. Bhd.'s collaborative visit to UTM, iHumEn displays innovative products. The goal of the product show was to share information and skills while also exploring potential working relationships. The products that were displayed are sports technology advancements like the bicycle simulator and virtual rowing. These products were functioning as virtual rowing and bicycle simulators that can both measure how intensely an athlete's physical and mental capabilities are used during training. The testing of physical fitness in this innovation also integrates Augmented Reality (AR) and Virtual Reality (VR) technology. The exhibition was attended by the whole students in campus. UTM Nexus Expo is an Expo where they displayed and promoting product or services that iHumEn has produced. In that Expo, a lot of outsiders, stakeholder and technology companies will come to see if there were chances to make any collaborative. The Exhibition and UTM Nexus Expo is an opportunity for iHumEn to promote their products and services in addition to the Nexus Expo being held at the UTM main campus in Kuala Lumpur. It is certain that the people who come there are from various types of companies that are looking for collaboration in manufacturing technology.

### *Invitation from Abroad University*

For this few year, iHumEn has been receiving a lot of invitation from abroad university such as Indonesia, Korea, Republic of Czech and more. They were invited to see the innovation, products and technology. Some of them also come to the iHumEn office itself to see around the lab to make a possible collaboration. The objective of inviting a abroad institution is to start a research relationship between the two parties, to exchange, transfer, and grow knowledge, and to discuss research findings and the most recent technological innovations. A research tour is not just about working and concentrating on research; it is also a chance for researchers to learn a new language, explore a foreign country, and experience a local culture. The presence of a delegation and visit from an overseas university at the institute signified its relevance for the title of "Institute of Excellence," and it also represented the university's strong support, which helped it gain more recognition as a source of reference for both domestic and international research institutes and university.

# SWOT ANALYSIS

## THREATS



### ***Multiples Institutions***

Various institutions competing in UTM Johor such as Ibnu Sina Institute for Scientific and Industrial Research, Institute for Smart Infrastructure and Innovative Construction (ISiiC) UTM, Institute of Bioproduct Development, Institute of Future Energy, Institute of High Voltage and High Current (IVAT) and many more. This is a list of Institutes that compete in producing products, innovations and technologies. These Institutions came from different areas which have their own uniqueness and strength that could make them compete with each other. When it comes to a competition, they will also join in showing their research and the more they win the more awards they receive. Each institutions were competing their own product or services which makes them standout and attract any collaborator who want to invest on some particular institution based on their research.

### ***Compete in terms of Publication***

Each Institution in UTM has its own Publication Journal, Bulletin, Magazine. This competition has a high impact on each Institution in producing their Publications to be known by many, especially investors or collaborations from abroad. Recognition of each Research, Technology, Innovation that each Institution produces is very important for them because it can help improve the good name of the University and also of the Institution. In addition, each Institution has their own scoring in terms of their achievements and also their goals every year are recorded and there will be achievement awards held. Competition between institutes is based on the publications they produce each year. Each institution is given a score and also has a target to be achieved.



# RECOMMENDATION

## STRENGTH



### **Collaboration with Multiple Company and Signing MoU.**

Collaboration with outside organisations has emerged as a potent tool for reaching predetermined goals more quickly, broadly, and flexibly. Users in a Web 2.0 environment establish cooperative relationships with one another and with businesses, according to Virts et al. [42]. Given the growing prevalence of social networks and the importance of user-generated content, businesses that wish to stay competitive must constantly improve and modify their business models. Although it may be said that knowledge is a resource among others in the corporate network, its importance can be seen in all conceptions of collaboration. To accomplish their objectives and generate value for their stakeholders, businesses collaborate with other network players (Batt and Purchase, 2004). Furthermore, to strengthen more relationship with collaborator, iHumEn should expose and promote more about the collaborator company so that they were feel more appreciated and give excellent services for them. According to Hkansson and Ford (2002), firms are a result of their network positions and responsibilities just as much as their strategy or managerial decisions.

### **Various Bulletin Issues Published**

The iHumEn bulletin they produce is one of their marketing strategies in promoting the products and services they produce. The bulletin contains all activities or events or research that has been carried out by iHumEn and also 4 Research Centers. The use of this Bulletin is to be given to visitors who come as a souvenir to be read and known by outsiders as an example of an overseas university. Not only that, apart from just giving out the Bulletin in print, it can also be spread and broadcast through social media and websites in a more active. Collaborations, conversations, and sharing of content are made possible through social media. In addition to social bookmarking, rating, video, photographs, podcasts, wikis, microblogging, social blogs, and weblogs, these social media platforms and apps also come in other formats. Social media is being used increasingly for communication by social networkers, businesses, and governmental institutions (Cheung et al., 2021).

# RECOMMENDATION

## WEAKNESS



### **Lack of Manpower**

They should open more job vacancy to fulfill position. They more staff, the less overload work that the current employees faced. In order to attract local talent, train, utilise, and retain employees, boost worker productivity, cut expenses, raise the standard of work, strengthen the organization's competitive edge, and encourage employees' adaptation within the organisation, HR management strategies are utilised (Wu 2017). Many qualified Malaysian professionals look for better job opportunities abroad, according to Chook Yuh ng, the country manager of JobStreet.com, an online employment website. The main causes of Malaysia's brain drain were migration and a desire for a higher standard of living (Malaysia & Malaysia, 2014). There are also many fresh graduates who are waiting for job opportunities. So it is recommended to open job opportunities and open vacancies to those who are qualified.

### **No expertise in doing Finance**

HumEn should provide or sending their current employees to any training for them to learn on how to handle the financial management. Other than that, they should appointed or request any employees from others department to become an Financial person in charge.

In 2013, Jehanzeb and Bashir stated Individual benefits training and development schemes help people to acquire the soft, practical skills they need in order to perform their jobs. Training is an organized activity designed to provide the beneficiary with information and or instructions aimed at increasing his or her abilities, or helping him or her reach a certain level of competence. Training is planned and systematic activities which are focused on enhancing the level of skills, knowledge, and competency (Nassazi, 2013). The process is to communicate basic skills, programmed behaviors so that individuals are aware of the rules and procedures they must follow in order to perform their job effectively (What's human resources.com n.d.)



# RECOMMENDATION OPPORTUNITIES

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## Exhibition and UTM Nexus Expo

iHumEn should take these advantages to promote and display their product to all the clients, customers. To attract people, they should at least give a try of a product instead of just display and demo. According to (Wei, Y.-P. Lin, S) the design of the exhibition is a creative activity that has an effect on psychology, thoughts and behaviour of the audience. The organisers are using space environments to present information and content for the promotion of exhibitions which can be provided with exhibition facilities and other advertising in order to reach exhibitors and audiences. The exhibition's theme, logo, brochure, onsite signage and booth decoration are all part of the exhibition design. In particular, the perceived quality of services is more specific than that of satisfaction for exhibitors as a result, it is likely to have an effect on exhibitor satisfaction. (Lee and Min) pointed out the importance of quality service as an essential factor to explain exhibiting satisfaction, re-exhibitions, word-of-mouth promotion.

## Invitations from international university

These opportunities must not be missed. Every time the outsider came, they must maintain the positive vibe and relationship towards the outsider so that they feel welcomed. Also, use this chance to make any collaboration in the future for the investment. University–community partnerships are driven by the achievement of mutual goals (Strier, 2011). The university could and should foster innovation as well as involve all stakeholders in unconventional perspectives. The university provides fresh eyes that allow us to see new possibilities and inspire local citizens with innovative ideas. The university provides a credible networking service, having the potential of opening new contacts with interested parties at home on account of its neutrality.

# RECOMMENDATION

## THREATS



### **Multiples Institutions**

To cope with this threat, iHumEn must have one at least uniqueness that one and only institutions in UTM Johor has. Products uniqueness, quality and competitiveness prices are some of the indicators used for measuring competition advantage. The first indicator is the uniqueness of the product of a company combining art and customer desire. Product quality refers to quality of design from company quality. The ability of a firm to adjust its product price according to market general prices is the final indicator, but it does not take into account competitor pricing, Dirisu et al., 2013. Companies benefit from their capacity to develop a set of major competences, allowing them to serve their target customers more effectively than they would be able to do against competition over the longer term. A core competence is defined as a unique set of competencies that have been created by the company in its main areas, such as quality, customer services, flexibility and responsiveness to enable it to distinguish itself from competitors (Srivastava, Franklin & Martinette, 2013).

### **Compete in terms of Publication**

For this publication, suggestion is should apply interesting topics, innovation, products to attract outsider especially other University. To judge the competitiveness of a journal it may be useful to use several metrics, e.g. citation ratings, Cite Scores, Impact Factors and Eigenfactor Score. Competitiveness, rather than measurable value, is more of a general notion and one of the most significant influence on competitiveness comes from paper acceptance rates. As a result of limited space, journals with larger submissions tend to compete more effectively and turn down an increased number of papers. A number of institutions have been working on improving their journal for each and every issue, with journals' competitiveness usually referring to the difficulties that researchers face when they publish in any given journal. Your chances of rejection will increase the more competition you have



# CONCLUSION



In conclusion, iHumEn has a very bright future and will achieve high excellence. Their reputation is also high and well-known throughout the UTM Johor campus. During my industrial training here, I found that they are very strict about their research. They also have students and experts who are reliable in producing the technology before it is made into a final product. They are also recognized by many foreign and domestic institutions. iHumEn has many collaborations with various foreign and domestic companies. There are also some international universities coming to visit to see the results of the research that has been done by iHumEn. iHumEn not only provides a product or service but also collaborates in building a building like JLand. Also recently, a SITC Research Center has produced a stretching device for the use of running athletes for their use in sports.

In addition, I was also able to learn a lot of knowledge as they always taught me without complaining. Every tip and advice given is very helpful. There are various experiences throughout my work, I was able to learn various types of knowledge starting with making official letters. I now have a good and excellent internship experience and all of that is thanks to iHumEn in teaching me tirelessly and accepting me as a practical student at iHumEn for 6 months.

I believe, with the skills and knowledge I have gained this will help me in the real world of work. Every experience is mature and gives unlimited knowledge. Finally, I hope I can become an expert in the field where I work with everything I have learned within the next few years.

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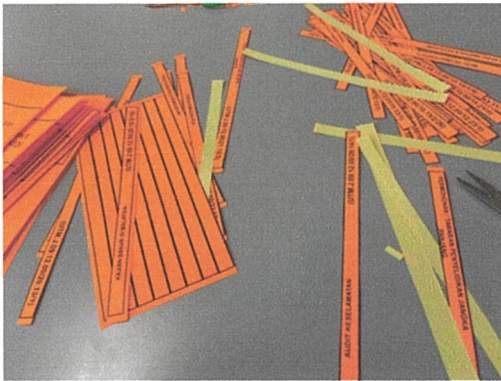
# APPENDICES



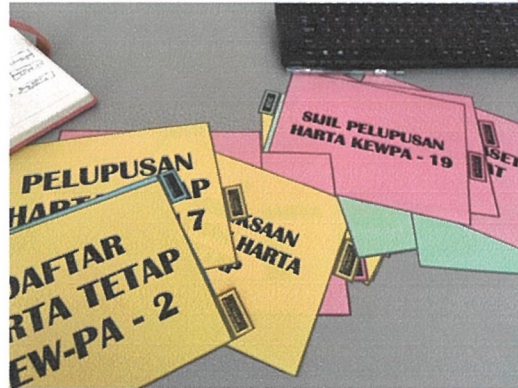
Black File Tagging



Appointment letter



White File Tagging



Black File Separator





# APPENDICES



**Painting Front Office Wall**



**Team Building  
Committee Members**



**Team Building iHumEn**



**Photoshoot Raya 2023**



**Majlis Tautan Ukhuwah  
JTNCPI 2023**

# APPENDICES



Post Caption on Instagram and Facebook



Routine posting article on Instagram and Facebook



Attending Kursus Pengurusan Website



Lawatan Tapak at Hotel Seri Malaysia, Mersing



Designing Poster



# APPENDICES



Attending Meeting of IJN-UTM Research Convention 2023



Designing E-certificate

# APPENDICES



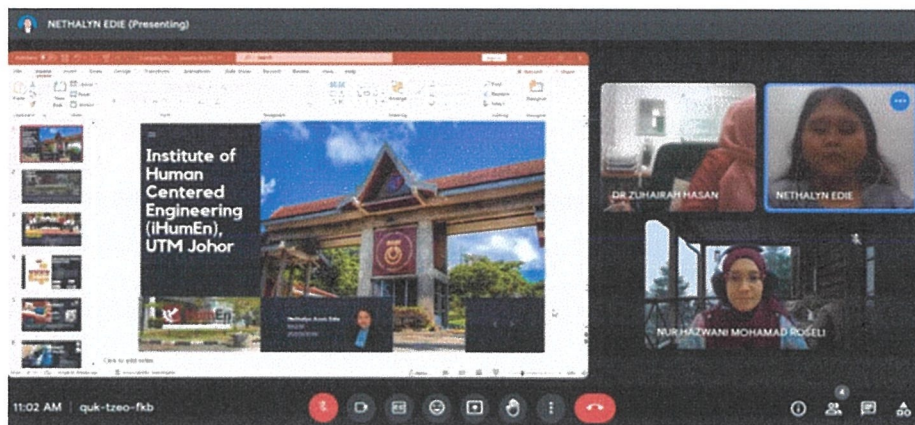
Attending meeting and audit



Committee member of  
IJN-UTM Research  
Convention 2023



Committee member of SITC Aksadron-UTM



Presentation Final Report with Advisor Madam Nurhazwani Binti Mohamad Roseli and Panel Dr. Zuhairah Hassan