



FACULTY OF BUSINESS AND MANAGEMENT

INDUSTRIAL TRAINING REPORT

HRM 666:

HR INTERNSHIP

M1BA243 6C

NAME OF COMPANY:

INFINEON TECHNOLOGIES MALAYSIA SDN. BHD.



12 AUGUST 2024 – 24 JANUARY 2025

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ACKNOWLEDGEMENT

I am deeply grateful to Allah for providing me with the health, strength, and determination to successfully complete my internship. The practical and theoretical knowledge provided by my colleagues in the department have been invaluable in enhancing my professional growth, and their ongoing support has been instrumental throughout this journey.

I would like to extend my heartfelt gratitude to Mr. Soon Zao Qun, my supervisor for and also my team leader for Talent Acquisition for his mentorship, guidance, and unwavering support. His dedication to overseeing my internship allowed me to gain meaningful and practical professional experience at Infineon Technologies Malaysia. And also for Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka for providing me with the opportunity to participate in this valuable industrial training. I am deeply indebted to my University Supervisor and Advisor, Madam Hazalinda binti Harun, for her expert guidance, understanding, and encouragement throughout this period. Her valuable insights and support were instrumental in my successful completion of the training and report submission. I am also deeply grateful to my family for their unwavering support and encouragement throughout my internship journey. Their unshakeable belief in my abilities gave me the motivation and resilience I needed to overcome obstacles and stay focused on my goals.

My heartfelt thanks go to my mentors at Universiti Teknologi MARA (UiTM) and my supervisors for sharing information and guidance throughout this time. The two years had helped me prepare for practical training, and I couldn't have done better without the assistance of my lecturers and the advise of my supervisor, who had given me so much advice before I entered the real world of work. I'd also like to thank my family, especially my parents, for their support during my journey as a degree student in business administration and human resource management, from the first semester to practical training. Industrial training had a significant impact on my ability to further my profession in the future.

EXECUTIVE SUMMARY

I have chosen industrial training at Infineon Technologies Malaysia Sdn. Bhd., which is located in Batu Berendam, Melaka. This training report covers my experience at Infineon Technologies Melaka, which started on August 12th, 2024 and finished on January 24th, 2023. During my 24-week internship, I will gain much from participating in industrial training. This report contains the following key components of my internship: a student profile, a company profile, a training reflection, a company SWOT analysis, discussions, and recommendations.

To begin, I would like to submit either my most recent or most recent updated version of my resume, which is referenced in the instructions for this report. According to the information provided on the company's profile, Infineon Technologies Malaysia is semiconductor manufacturing that multinational company came from Germany. I was assigned in Human Resource Department in People Service Talent Acquisition function that responsible in arrange the interview session for candidates from all around the Asia. My responsibilities and tasks include strategic meeting with my team leader regarding to the pre hiring issue regarding to the all candidates.

I will do the SWOT analysis by identifying the organization's specific opportunities, threats, strengths, and weaknesses. This study will assist in determining both internal elements (strengths and weaknesses) and external factors (opportunities and threats) that impact the organization's approach to strategy. Along with the SWOT analysis, the report includes comprehensively discusses and insights gained during my internship. These discussions focus on significant findings and issues I observed at the organization. In addition, I presented many practical recommendations that focused on correcting identified imperfections and maximizing on development potential. The report provides a comprehensive overview of the organization's functioning throughout my internship by summarizing the main conclusions and observations.

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STUDENT PROFILE

1.1 UPDATED RESUME

MOHAMAD IZZAMI BIN JEMAAIN



PROFILE

Fresh graduate that looking for an opportunity to advanced my career and potential that I can offer for the organization. I can offer a lot of skills and competencies such as Analytical Skill, Strategic Management, can be independent in any circumstances, employee relation, leadership skills, good team player, presentation skills and any related Business Management skills that are required. I am also fluent in Malay and English in terms of written, comprehension and oral. For addition, I have an excellent communication and interpersonal skill that the company needed.

I am looking for preferable position any **Business Management** as I am also majoring in Human Resource Management which it is a part of my related subject and coursework. I am also open for any position that I can contribute for the organization. I am very committed with all the quality that I can offer to the organization. I believe with successful company and well-established able to offer me a lot of career knowledge and amazing life experience.

EDUCATION

Universiti Teknologi MARA (UiTM), Malacca

Bachelor of Business Administration (Hons.) Human Resource Management, (CGPA :3.5) (March 2022 – Present)

- Dean List Award Recipient
- MUET Malaysia (Band 4)

Universiti Teknologi MARA (UiTM), Negeri Sembilan

Diploma In Microbiology (August 2018 – February 2021)

- Dean List Award Recipient

WORKING EXPERIENCE

Infineon Technologies Malaysia Sdn Bhd (Melaka)

Internship Trainee (August 2024 – Present)

- Filtering and screening the candidate profile and CV/Resume for the position vacancy using Applicant Tracking System (ATS).
- Arrange the interview session for Asia candidate for all Infineon site in Asia.
- Attended any corporate meetings with various of company and department within the organization.
- Join a workshop and training that related with HR function such as Payroll, Talent Development, Employee Relation and etc.

EXTRACURRICULAR AND PROFESSIONAL INVOLVEMENT

Student Representative Council UiTM Malacca (SRC UiTM Malacca)

President (January 2023 – January 2024)

- Drafting and preparing strategic planning for an organization that I've led to make sure my organization can reach strategic goals and prominent results for the organization.
- Prepare document, proposal, Standard operating procedure and report for any project and programme that I conduct.
- Attended any corporate meetings with various of company and organisation.
- SRC UiTM Malacca received 6 awards for Appreciation Ceremony and UiTM Leadership Award (MAPAM) and got top 3 for Platinum Award in National level.

Updated: Nov 2024

Student Representative Council UiTM Malacca (SRC UiTM Malacca)
Exco Secretariat Corporate Communications and Relations

(January 2022 – January 2023)

- Drafting and prepare the event protocol procedure for use of all the club and association programme in UiTM Kampus Bandaraya Melaka.
- Being an intermediary between the industry and the organization in UiTM Kampus Bandaraya Melaka.
- Being assigned as Head of Protocol and liaison officer in most of the SRC programme.
- As an advisor in terms of program protocol and professional ethics to SRC.

Student Representative Council UiTM Negeri Sembilan (SRC UiTM Negeri Sembilan)

President

(November 2019 – January 2021)

- Lead the organisation for student welfare which is around 13 000 students during pandemic.
- Sorting and manage the data for any student issue.
- Manage the team meeting with UiTM Negeri Sembilan regarding for any welfare issue related with students.
- Prepare meeting minutes for each meeting I attend.
- Received Rector Student Leadership Award 2020 from UiTM Negeri Sembilan.

Executive Committee Student Sports Committee (JSP)

Multimedia and Publicity

(November 2018 – October 2019)

- Design a poster and banner for every event and programme that were conducted by JSP.
- Writing and construct copywriting for all JSP social media accounts.
- Major task as a videographer and editing for JSP.
- Design a merchandise for JSP entrepreneurship.

PROJECT AND INVOLVEMENT

Johor Youth Assembly

**Committee on Investment, Trade, Economic Development,
Consumer Affairs and Human Resources.**

(Jun 2024 - Present)

- Involve in policy development that focus on economic development in Johor
- Prepare and discuss the report, idea and documentation that focus economic development
- Contribute to the Dewan Undangan Negeri Johor in terms of programme, activities and problem solving of the society issue.

Coffee Talk With Alumni

Programme Director / Moderator

(Jun 2024)

- Make and lead the planning of the programme.
- Lead the meeting and prepare the documentation of the programme.
- Being a moderator and lead the conversation with the all the speakers.
- Involve and lead as a decision maker for the programme development.

Visionary Inbound Programme UiTM Melaka x Universiti Airlangga, Indonesia (UNAIR)

Master Of Ceremony / Liason Officer

(May 2024)

- Involve as a liaison officer for international student for the whole event.
- Having a great discussion about cultural, language, education, economics, and many others.
- Appointed as Master Of Ceremony for Closing Ceremony
- Contribute for international programme that help me understand more about Indonesia culture.

Updated: Nov 2024

MySave Food Ramadan Batu Pahat Johor 2024
Committee Volunteer

(April 2024)

- Involve in promotion and share the awareness about the programme.
- Collect and arrange the food that was donated from the seller in Bazar Ramadan.
- Distribute the food to the social committee who are needed.

Student Parliament UiTM Cawangan Melaka 2023
Members Of Parliament / Head Of The Programme.

(December 2023)

- Involve in Parliamentary debate in UiTM Cawangan Melaka as a Head of Representative.
- Prepare the Proposal and Constitution for UiTM Parliament.
- Represent SRC as a part of the Parliament Members.

National Student Parliament Malaysia 2023
Members Of Parliament

(August 2023)

- Conduct research and policy about Gig Economy in Malaysia.
- Involve in Parliamentary debate in Malaysia House of Representative as a policy maker.
- One of the 15 SRC represent UiTM as a part of the Parliament Members.

Mega Townhall with Student Leaders
Moderator/ Programme Coordinator

(June 2023)

- As an advisor of the programme based on the forum talk concept of the programme.
- Coordinate and monitoring the programme from the start until it ends.
- Lead the forum conversation and discussion throughout the programme with top level management which is Deputy Vice Chancellor Student Welfare and Rector UiTM Melaka.

Volunteer Program Network with The Community Be Mentally Be Fit Training Program
Facilitator/Committee

(June 2023)

- Conduct and design a training program with community that focuses on Mental Health and Social Security.
- Train and teach them that align with training design and objective.
- Build an engagement with community and share the knowledge that align with United Nation (UN) Sustainable Development Goals (SDG) that give impact in terms of Quality Education to them.
- Received Community Project Star Rating Award (CPSR) from university because of conducting high impact programme to community.

International Teaching Aid Competition 2023 (ITAC 2023) – Virtual Competition
Participant

(June 2023)

- Prepare a working paper and also an abstract to the idea.
- Conduct and design teaching aid prototype that focus on financial management.
- Received Silver Award for Reality Board Apps.

MyYatim Amal Corporate Social Responsibility Programme
Programme Director

(January 2023)

- Prepare paperwork and proposal for financial planning to ensure the programme can run smoothly.
- Construct and conduct a plan and lead the meeting for the programme with the orphanage house in Melaka.
- Conduct a meeting with the PAYASUM, the organisation outside UiTM.

Minggu Aspirasi Budaya UiTM (MAYA 2022)
Master Of Ceremony

(November 2022)

- Being assigned to lead the programme as a host formally and informally in front of 500 people.

Updated: Nov 2024

- Entertain the spectator that and the VIPs during the programme.
- Doing spontaneous host as a solo host.

Himpunan Organisasi Mahasiswa Eksklusif UiTM 2022 (H.O.M.E 2022)
Head Of Protocol Bureau

(October 2022)

- Assigned as Floor Manager to organize the movement and flow of the schedule throughout the programme.
- Given the responsibility to lead protocol team and prepare the running order for the programme.
- Assigned as a liason officer for the VIPs throughout the programme.

Student Volunteers Minggu Destini Siswa (MDS) UiTM 2022
Head Of Protocol Bureau

(September 2022)

- Assigned to organize the movement and flow of the schedule throughout the programme.
- Given the responsibility to serve and educate new students.
- Manage the event protocol and invitation to the VIPs.

UMW Bamboo Planting Tree Programme
Participant / Volunteer

(September 2022)

- Assigned to clean along Alai Beach in Malacca.
- Assigned to plant bamboo along the nearby river in Alai Beach.

Youth Virtual Intellectual Conference International Programme
Programme Director

(November 2020)

- Lead the programme that focuses on world issues such as climate change, mental health, and career.
- Conduct a meeting and prepare minutes of the meeting for every meeting that is held.
- Communicate with international students and speakers all around the world.

SKILLS

Microsoft Office (Advanced)

- Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Microsoft Outlook.

Editing Software

- Canva, Filmora, Capcut (Advanced)
- Illustrator, Photoshop (Beginner)

REFERENCES

Professor Datuk Ts Dr Mohd Rasdi Zaini
Rector UiTM Melaka / Professor

Miss Masita Binti Sapon
Executive Officer Student Welfare UiTM Melaka

Updated: Nov 2024

COMPANY PROFILE

2.1 COMPANY NAME

- Infineon Technologies Malaysia Sdn Bhd (Melaka)

2.2 COMPANY LOGO



Figure 1: Corporate Logo of Infineon Technologies

2.3 COMPANY LOCATION AND MAP

2.3.1 COMPANY LOCATION

Free Trade Zone Batu Berendam, Batu Berendam, 75350 Malacca



Figure 2: Infineon Technologies Malaysia Sdn Bhd Melaka.

2.3.2 COMPANY MAP



Figure 3: Infineon Technologies Melaka Location (Source from Google)

2.4 COMPANY BACKGROUND

Since 1973, Infineon has operated in Malaysia, beginning with its Melaka plant, which was formerly a member of the Siemens semiconductor company. After Siemens AG spun off Infineon, the business made Malaysia a major hub for fully integrated manufacturing, encompassing both front-end and back-end functions. This covers testing, semiconductor chip assembly, and wafer fabrication. Malaysia is unique in that it is the only location outside of the United States and Europe where Infineon conducts these extensive production procedures.

Three primary facilities comprise the company's operations in Malaysia. In Kulim, Kedah, Infineon Technologies (Kulim) Sdn Bhd is in charge of front-end wafer fabrication. Back-end activities are managed by Infineon Technologies (M) Sdn. Bhd. and Infineon Technologies Malaysia Sdn. Bhd. at the Batu Berendam Free Trade Zone, Melaka, with an emphasis on power, discrete, and sensor microelectronics and advanced logic microelectronics, respectively. All of Infineon's locations in Malaysia, in addition to their manufacturing facilities, are involved in research and development to create next-

generation semiconductor chips and devices, with a focus on power and automotive semiconductor technologies.

Malaysia now plays a major role in Infineon's worldwide company strategy as a result of the company's activities there having grown dramatically over the years. More than 8,800 Malaysians worked at Infineon's plants in Kulim and Melaka by 2015, making up around one-third of the company's global workforce. The company's successful partnerships with regional organizations, such as the Malaysian Investment Development Authority (MIDA), have further contributed to its expansion in Malaysia. The nation's highly qualified workforce and robust infrastructure are evidence of Infineon's choice to grow its wafer fabrication operations by building the Fab 2 plant in Kulim. With its emphasis on automotive and energy efficiency, the new plant will establish Malaysia as a major hub for the manufacturing of cutting-edge semiconductor devices (Malaysia Investment Development Authority, 2024).

2.5 COMPANY VISION, MISSION, OBJECTIVE, AND GOAL

2.5.1 COMPANY VISION

“Driving decarbonization and digitalization. Together”

Semiconductors are crucial to solve the energy challenges of our time and shape the digital transformation. This is why Infineon is committed to actively driving decarbonization and digitalization.

As a global semiconductor leader in power systems and IoT, we enable game-changing solutions for green and efficient energy, clean and safe mobility, as well as smart and secure IoT. We make life easier, safer, and greener. Together with our customers and partners. For a better tomorrow.

2.5.2 COMPANY MISSION

“We make life easier, safer and greener.”

The goal of Infineon is to develop advanced semiconductor technologies that provide seamless communication, improve user experience, and increase convenience in people's daily lives. By maintaining cybersecurity, improving road safety with cutting-edge driver-assistance and autonomous driving technology, and safeguarding the environment, the corporation further demonstrates its commitment to safety. By lowering energy use, supporting renewable energy, and cutting waste across its whole value chain, Infineon also aims to make life more environmentally friendly. By fulfilling its objective, Infineon hopes to advance innovation and expansion

in the semiconductor sector while also having a positive effect on the economy, society, and environment.

2.5.3 COMPANY OBJECTIVE

Infineon Technologies Malaysia wants to boost its income and market share in the area in order to propel corporate expansion. This is accomplished by growing its clientele, launching new goods, and improving its production capacity. The business also prioritizes R&D and innovation, creating semiconductor solutions that meet the demands of both domestic and international markets. To maintain its lead in the cutthroat semiconductor sector, Infineon makes use of its research and development resources in Malaysia.

Infineon Technologies places a high priority on operational quality, personnel development, and customer happiness in addition to company growth and innovation. The business upholds strict manufacturing standards, guaranteeing dependable and effective production procedures while reducing its negative effects on the environment. Additionally, Infineon Malaysia fosters a culture of creativity, diversity, and inclusivity by nurturing and retaining local talent. Additionally, the business places a high priority on client happiness by offering top-notch support, service, and solutions that cater to the demands of its clients in the area.

2.5.4 COMPANY GOAL

To promote innovation, Infineon Technologies Melaka is dedicated to doing research and development. The company's research and development efforts are concentrated on creating innovative semiconductor solutions that address the particular requirements of both domestic and international markets. To stay on the cutting edge of technical developments and spot growth prospects, this entails working with regional universities, research centers, and business partners. Infineon Melaka wants to maintain its competitiveness, spur corporate expansion, and open up new doors for the organization and its stakeholders by coming up with creative solutions.

Furthermore, Infineon places a high priority on localization and talent development since it understands how important having an educated and professional team is. To ensure that its workers are prepared to handle the demands of a more complicated and competitive business, the organization offers training and development opportunities to improve their knowledge and abilities. This includes programs for leadership development, technical training, and soft skills development, as well as opportunities for career advancement and growth. Infineon wants to create

a robust and long-lasting talent pipeline that can propel company success and boost the local economy by investing in its employees.

Infineon's dedication to the community goes beyond its production activities. In order to contribute to the economic growth and development of the area, the company wants to assist local suppliers and partners, create jobs, and make money. Infineon Melaka also supports social welfare and education initiatives in Melaka as part of its community development activities. This entails sponsoring community-benefitting projects and collaborating with nearby groups to advance education and skill development. By doing this, the business shows that it is dedicated to being a respected member of the Melaka community and a responsible corporate citizen.

2.6 ORGANIZATIONAL STRUCTURE

Infineon Technologies Malaysia Sdn Bhd is basically a semiconductor Multinational Company (MNC) that have a lot of site in Asia Pacific region. Hence, the organization are divided into a few segments especially for HR Department.

2.6.1 EXECUTIVE LEVEL ORGANIZATION CHART



Figure 4 : Organization Chart for Infineon Technologies Global Top Level Management.

At the helm of Infineon Top Level Management is Jochen Hanebeck, who was born in 1968 in Dortmund and has been with Infineon Technologies AG since 1994, initially coming on board when it was still part of Siemens AG, and has served as a member of its Management Board since 2016. He took on the position of CEO in 2022, with his tenure expected to run until March 31, 2027. Hanebeck earned his degree in electrical engineering from RWTH Aachen University, which has provided him with a solid technical background throughout his career. During his time with the company, he has played a key role in promoting Infineon's growth and innovation, utilizing his

extensive knowledge of the semiconductor sector to guide the firm toward sustainable progress and technological improvements. Under his direction, Infineon is continuously broadening its product range and enhancing its position in the global market.

For Chief Marketing Officer (CMO). Andreas Urschitz, who was born in 1972 in Klagenfurt, Austria, has held the role of Chief Marketing Officer (CMO) and serves as a member of the Management Board for Infineon Technologies AG since 2022, with his term lasting until May 31, 2030. He earned a master's degree in commercial science from the Vienna University of Economics and Business, which has given him a solid business background. Urschitz kicked off his career at Infineon in 1995 when the company was still part of Siemens AG, and he has been instrumental in shaping the company's global marketing strategies and bolstering its market presence through innovative approaches that focus on customer needs.

Rutger Wijburg, who was born in 1962 in Nijmegen, Netherlands, has held the position of Chief Operations Officer (COO) and is a member of the Management Board at Infineon Technologies AG since 2022, with his term scheduled to last until March 31, 2026. He earned a PhD in Electrical and Electronics Engineering from the University of Twente, where he also started his career in 1990. Before joining Infineon in 2018, Wijburg gained extensive experience in the industry through several leadership positions at well-known companies such as Philips, NXP, and Globalfoundries. His knowledge in operations and engineering has played a key role in enhancing Infineon's manufacturing processes, supply chain management, and overall operational efficiency, thereby contributing to the company's strong performance and competitive advantage in the semiconductor industry.

Dr. Sven Schneider, who was born in 1966 in Berlin, has served as the Chief Financial Officer (CFO) and a board member of Infineon Technologies AG since 2019, with his term lasting until April 30, 2027. He initiated his academic pursuits with a banking apprenticeship and went on to study business administration at the Universities of Regensburg, Nantes (France), and Trier. He further enhanced his qualifications by earning a doctorate in business administration from the University of Trier. Dr. Schneider started his career in 1995 at Linde AG in the finance department, where he spent nearly 25 years building his career. Throughout his time at Linde, he progressed to key leadership positions, such as Spokesman of the Executive Board, Chief Financial Officer, and Labor Director, showcasing his skills in financial management and executive leadership.

Elke Reichart, who was born in 1965 in Stuttgart, Germany, has served as the Chief Digital and Sustainability Officer and a member of the Management Board at Infineon Technologies AG since 2023, with her appointment running until October 31, 2026. She earned her diploma in Romance Languages and Economics and holds a postgraduate qualification in Applied Computer Science from the University of Gießen. Beginning her professional journey at Hewlett-Packard Inc. in 1991, Reichart has built a wealth of experience in digital transformation and sustainability. At Infineon, she is responsible for advancing digital projects and sustainability initiatives, ensuring the company's technological progress is in line with global environmental standards (Infineon, 2025).

Markus Fink serves as the Vice President of Human Resources for the Asia-Pacific region at Infineon Technologies. This company, which operates in the sectors of semiconductors, information technology, and services, is headquartered in Neubiberg, Munich. Infineon Technologies employs a workforce of 15,743 individuals and was established in 1999. The organization focuses on providing solutions in semiconductors, information technology, and related services. Infineon Technologies is publicly traded and can be found online at Infineon.com.

2.6.2 INFINEON PEOPLE SERVICE ASIA PACIFIC

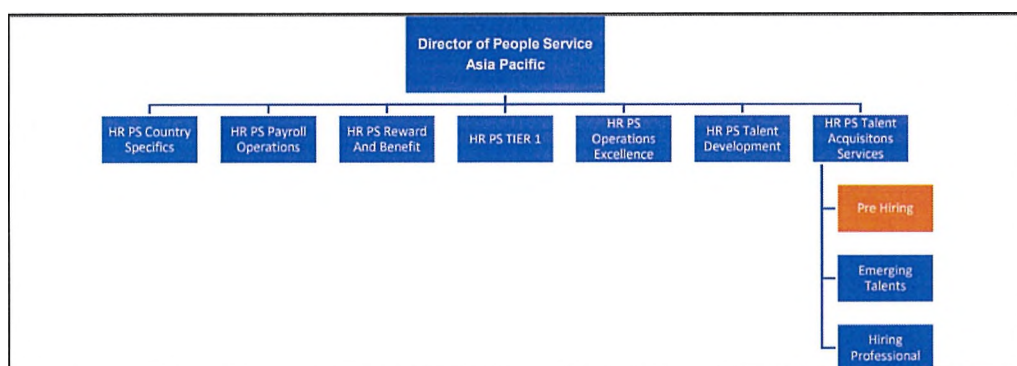


Figure 5 : Organization Chart for HR People Service Asia

Infineon Human Resource People Service Asia Pacific is a dedicated department within Infineon, designed to support various HR functions across all Infineon sites in the Asia Pacific region. The department's primary objective is to facilitate efficient HR operations, ensuring seamless processes in areas such as

Payroll Operations, Reward and Benefits, and Customer Service. Additionally, it emphasizes Operations Excellence, particularly through the MyHR platform, which streamlines HR activities. Within this broad framework, the department also focuses on Talent Development, nurturing and growing the capabilities of Infineon's workforce. Central to this structure, Talent Acquisition Service plays a pivotal role, divided into specialized teams to optimize the hiring and onboarding process.

The Talent Acquisition Service is structured into three distinct teams to manage different stages of the employment lifecycle effectively. The first team, Emerging Talents, is dedicated to employee onboarding activities for new hires after they have accepted their offers. This team ensures that new employees are seamlessly integrated into the company, equipped with the necessary tools, resources, and support to start their roles successfully. Their focus on onboarding helps to foster a positive initial experience for new employees, enhancing retention and engagement from the very beginning.

The second team, Hiring Professionals, concentrates on the documentation process for candidates who have successfully passed their interviews. This involves ensuring that all necessary paperwork is completed accurately and efficiently, allowing for a smooth transition from candidate to employee. By meticulously handling the documentation process, this team helps to eliminate any potential administrative delays or issues, thereby enabling new hires to commence their roles without unnecessary hitches.

Lastly, the Pre-Hiring team, which I lead, is responsible for arranging interview sessions between candidates and hiring managers for all Infineon sites across Asia. This team plays a crucial role in the initial stages of the hiring process, coordinating schedules and ensuring that interview logistics are handled impeccably. By effectively managing the pre-hiring phase, this team supports the seamless progression of candidates through the interview process, ensuring that hiring managers can focus on selecting the best talent without being bogged down by administrative details.

Infineon Human Resources People Services is a highly beneficial specialized department that provides crucial support for specific and focused tasks. This department aids the HR team in efficiently managing processes such as payroll, benefits administration, and the MyHR Infineon system, among other responsibilities. Additionally, as a member of the People Services team, I have had the opportunity to interact and communicate on a global scale, particularly with colleagues in Asia, to coordinate interview arrangements and other key HR tasks.

2.7 INFINEON PRODUCTS OR SERVICES

Founded in 1999, Infineon Technologies AG is the biggest semiconductor producer in Germany, specializing in integrated circuits, power electronics, microcontrollers, and telecommunications solutions. The business works in four primary sectors: Power & Sensor Systems (PSS), which specializes in power management and high-frequency applications for industries like lighting, consumer electronics, and medical technology; Green Industrial Power (GIP), which offers power semiconductors for energy generation and transmission; Automotive (ATV), which provides semiconductors for powertrains, comfort electronics, and safety systems; and Connected Secure Systems (CSS), which offers security solutions for official documents, mobile devices, and payment systems. In 2024, Infineon also achieved a major breakthrough in the manufacture of gallium nitride (GaN) chips, which improves wafer production and lowers prices. The corporation employed about 58,600 people and generated sales of €16.309 billion as of 2023 (Reuters, 2024).









Infineon Automotive MOSFETs Innovative & Robust in OptiMOS™ 7								
	S308 (T5050N-8) 3x3	S508 Half Bridge (T5050N-8) 5x6	S508 Dual (T5050N-8) 5x6	S508 Single (T5050N-8) 5x6	SS010T Single (LH050-10) 5x7	sTOLL Single (H50F-5) 7x5	mTOLL Single (H50G-4) 8x5	TOLL Single (H50F-8) 10x12
								
40 V			✓	✓		✓	✓	
80 V				✓				
100 V				✓				

Figure 6 : List of Infineon Semiconductor in industries

Leading the semiconductor sector by offering thorough Product Carbon Footprint (PCF) statistics, Infineon plans to cover around half of its product line in the upcoming years. Through the assessment and reduction of their own carbon footprints throughout the whole supply chain, this effort will assist customers in reaching their sustainability targets. The PCF, which measures each product's greenhouse gas emissions, will be based on Infineon's reliable approach that accounts for emissions from manufacturing, shipping, and raw materials. Transparency in carbon data from Infineon is consistent with its dedication to digitalization and decarbonization, which advances the goal of a net-zero society. Transparency in carbon data from Infineon is consistent with its dedication to digitalization and decarbonization, which advances the goal of a net-zero society. The company is on target to become carbon neutral by 2030, including supply chain emissions, and its goods, notably

those utilized in energy transition technologies like solar, wind, and electric cars, greatly reduce world emissions (Infineon Business & Financial Press, 2024).



Figure 7 : List Infineon Focus For Their Product

Increasing the use of green energy and boosting energy efficiency, especially in its wafer fabs, are key components of Infineon's multifaceted approach to achieve carbon neutrality for its scope 1 and scope 2 emissions by 2030. The business is investing heavily in cutting-edge technologies to lessen its impact on the environment, such as inventions to stop gas leaks during production and the creation of recyclable circuit boards. These initiatives are a part of Infineon's larger sustainability goals, which include getting rid of damaging disposal methods like incineration and direct landfill dumping in order to ensure a cleaner and more sustainable production process that supports the company's overall decarbonization objectives (Mavis Tsai & Wu, 2024).



Figure 8 : Infineon Goals to Lead Green Industrial

3.0 TRAINING REFLECTION

An internship is a useful, brief work experience that businesses offer students to give them hands-on experience in a particular profession. The roles and responsibilities performed during the internship will be examined in this reflection, which will include specifics of both daily duties and unique projects. It will also emphasize the advantages and information I gained from my internship at Infineon Technologies Malaysia Sdn Bhd. My knowledge of the field and my professional abilities have both improved as a result of this encounter.

3.1 INTERNSHIP DETAILS

Department	Human Resource Department (HR People Service Asia)
Duration	12 August 2024 – 24 January 2025
Working Days	Monday – Friday Saturday & Sunday (Off Day)
Lunch Hour	12:00 PM – 2:00 PM (45 Minutes)
Allowances	RM 1,500.00
Overtime	*Intern is not eligible for OT

I am currently assigned to Infineon Technologies' HR People Service Asia Talent Acquisition branch, where I am responsible for managing and facilitating interviews between candidates and Hiring Managers. This job includes ensuring that the recruitment process runs smoothly and efficiently, from candidate sourcing to final interview results. I collaborate extensively with both candidates and hiring managers to ensure that candidates' qualifications, skills, and job needs are clearly aligned. My responsibilities include precise coordination to schedule interviews, presenting required documentation, and following up to obtain feedback from both sides. By streamlining the process, I ensure that both candidates and hiring managers have an efficient and transparent recruitment experience.

3.2 ROLES AND RESPONSIBILITIES

To my primary tasks, I oversee interview sessions at Infineon's Kulim, Penang, and Melaka offices. These locations are critical to the company's operations, and my position in managing interview sessions assures consistency across many geographies. Infineon Technologies Melaka, in particular, is critical to supporting Infineon's operations throughout Asia Pacific. This makes my job at Melaka more important, since it entails coordinating

recruitment activities that contribute to the company's overall operational and strategic objectives. By conducting interviews at various sites, I help Infineon maintain a high level of recruitment across the region, ensuring that the proper talent is found to achieve both local and global goals.

Aside from my primary recruitment responsibilities, I am also actively involved in supporting ad hoc programs established by my department. As a committee member, I work with colleagues to oversee and execute a wide range of special initiatives that meet specific needs inside the business. These programs frequently necessitate a great degree of flexibility, as they might range from one-time initiatives to continuing projects that change over time. My participation in these programs is critical to ensuring that the department remains flexible and responsive to organizational needs. I help plan, implement, and evaluate these efforts to ensure they are aligned with the department's strategic goals and contribute to the organization's overall performance.

In addition to assisting ad hoc programs, I also give vital support to the Tier 1 team, the HR department's customer service arm. The Tier 1 staff is in charge of answering general HR questions and aiding with concerns such as employee documentation, benefits, and HR systems. My position on the Tier 1 team include assisting with the documentation process and the settlement of complaints using the MyHR platform. I collaborate closely with the team to ensure that employee complaints are addressed quickly and effectively, so contributing to a good and supportive environment for all employees. My contributions guarantee that HR operations run efficiently, meeting both employees' everyday demands and the company's long-term objectives.

3.2 BENEFIT GAINED

3.2.1 PRACTICAL EXPERIENCE WITH RECRUITMENT AND INTERVIEW ARRANGEMENT

Actively managing the hiring process and supervising the onboarding process was one of the most fulfilling parts of my internship. This hands-on experience helped me learn the complicated process of attracting and selecting candidates via various channels such as job boards, networking, and social media. Developing recruitment tactics for specific occupations underlined the need for precision and agility in human resources procedures. Furthermore, leading new hire orientations and creating complete onboarding materials highlighted the need for a warm and informed introduction for new team members.

3.2.2 ENHANCE COMMUNICATION SKILLS IN CORPORATE WAY.

My internship helped me improve my communication skills, which are crucial for successful HR operations. Effective communication with candidates, employees, and senior management required active listening, empathy, and clear expression of views. These exchanges emphasized the value of open dialogue in creating a supportive and inclusive workplace climate, while also promoting trust and transparency.

3.2.3 UNDERSTANDING OF EMPLOYEE WELL-BEING

My internship centred on prioritizing employee well-being and engagement. Actively soliciting feedback, scheduling team-building events, and resolving employee problems helped me have a better knowledge of how to foster a positive work environment. This experience demonstrated the value of empathy, responsiveness, and proactive support in improving work satisfaction and employee retention in a business.

3.2.4 EXPOSURE TO COMPLIANCE AND LEGAL REQUIREMENTS

My experience with record compliance and audit documents helped me comprehend HR policies and regulatory frameworks in depth. During my internship, I was responsible for ensuring compliance with regulations and accurate paperwork. This exposure emphasized the significance of ethical practices, honesty, and confidentiality in HR operations.

3.2.5 COLLABORATION AND TEAMWORK

Collaborating with cross-functional teams on HR projects, including diversity and inclusion programs, demonstrated the importance of teamwork in attaining common goals. Contributing to a diverse and inclusive workplace culture highlights the importance of collaboration, communication, and collective responsibility for organizational success.

3.2.6 CRISIS MANAGEMENT AND PROBLEM-SOLVING

Addressing transportation constraints and securing staff accommodations needed critical thinking and problem-solving skills. These experiences taught me how to negotiate complex situations, make informed judgments under pressure, and handle unexpected scenarios. Addressing employee issues demonstrates my commitment to creating a helpful and responsive work environment.

3.2.7 PROFESSIONAL DEVELOPMENT AND NETWORKING

My internship provided significant opportunities to interact with HR professionals, attend industry events, and build a professional network. These experiences introduced me to best practices, emerging trends, and career paths in

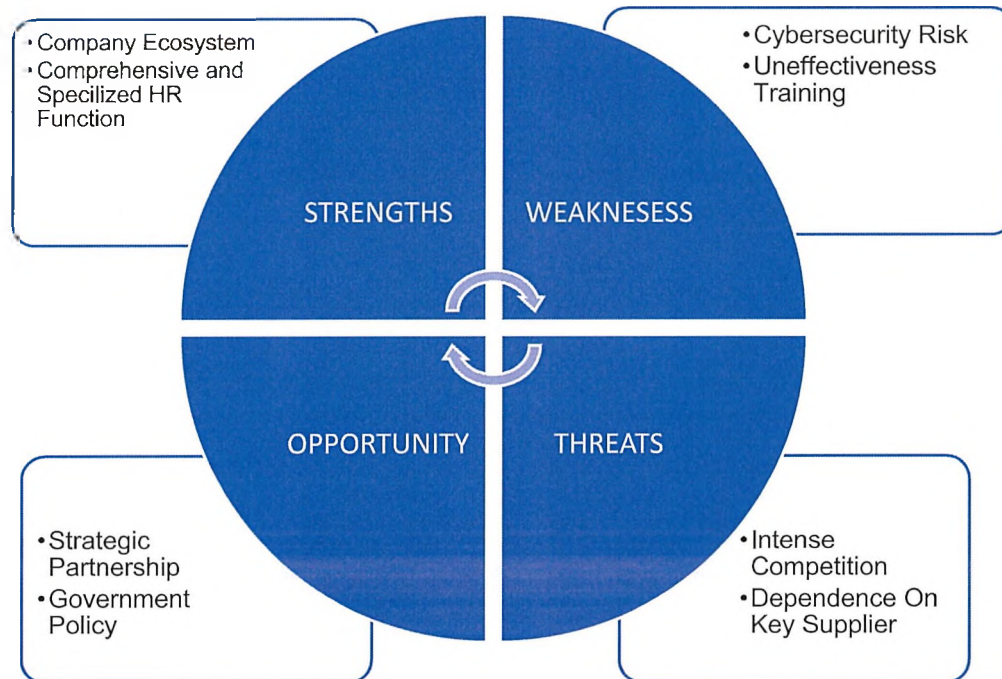
human resources. Building interactions with mentors and peers expanded my understanding of HR roles and responsibilities.

3.2.8 PREPARATION FOR FUTURE CAREER

My internship experience has given me a solid foundation of skills, knowledge, and practical insights that will help me in my future job in human resources. From recruitment and onboarding methods to data analysis, compliance, and employee engagement tactics, every part of my internship aided my professional development and equipped me to face problems in the changing world of human resources. My internship taught me valuable lessons and experiences that will help me pursue a fulfilling career in human resources.

4.0 SWOT ANALYSIS

4.1 VALUE PROPOSITION ANALYSIS (SWOT MATRIX ANALYSIS)



4.2 STRENGTH

4.2.1 COMPANY ECOSYSTEM

To improve efficiency and optimize processes, Infineon Technologies Malaysia makes use of a strong technology platform. The company gives its staff members computers and access to advanced internal system software that facilitates project tracking, task management, and operational execution. These solutions promote efficient collaboration among departments, guarantee real-time access to critical data, and automate repetitive tasks. Infineon increases productivity by integrating many company systems, freeing up teams to concentrate on high-priority work and lowering administrative workloads. According to Ebiesuwa Seun in 2023, by using information systems strategically can boost output, reduce mistakes, improve teamwork, and improve customer service. Organizations can automate manual procedures, reduce errors, and free up resources for activities that provide value by utilizing and adopting information technology. Integrating data from diverse sources gives firms real-time insight into their operations, promoting data-driven decision-making and process optimization.

Through the use of its MyHR system, Infineon accelerates HR procedures while empowering staff members to handle personal responsibilities including payroll, leave requests, and personal information updates. This self-service strategy boosts HR productivity and gives staff members the freedom to respond to questions on their own. Infineon also uses innovative AI tools like Eightfold and Infineon GPT 4.0. While Eightfold improves hiring by forecasting job performance and encouraging diversity, GPT 4.0 uses natural language processing to help generate insights and solve challenges. By optimizing internal processes and recruiting top people, these technologies secure Infineon's long-term success. Bespoke software or company own software system offers enhanced security and flexibility, as its uniqueness reduces vulnerability to cyberattacks, while allowing businesses to implement custom updates and swiftly adapt to market demands, regulatory changes, or internal improvements (Clark, 2024)

4.2.2 COMPREHENSIVE AND SPECIALIZED HR FUNCTION

With specialist teams dedicated to improving productivity and efficiency across a range of HR tasks, Infineon Technologies Malaysia has established a comprehensive HR organization. This company understands that having specialized teams for various HR procedures makes things more efficient and guarantees that workers get the support necessary when they need it. The Talent Acquisition Team, for example, is dedicated to recruiting and attracting top talent. This group plays a crucial role in identifying candidates who share Infineon's values and can support its culture of innovation. The organization assures a more effective and focused hiring process by allocating resources to this particular task, which aids in the development of a team of experts.

If we refer to Jinhwan Jo studies in 2023, HR has a bigger role in a company's performance than just putting HR procedures into place and making strategic decisions. Building strong relationships with managers and staff, acquiring talent, and encouraging employee engagement are just a few of the HR tasks that are essential to enhancing business performance. Although exchanging knowledge about people management is beneficial, incorporating strategic HR systems improves employee management even more. Despite their differences, all of these functions support one another to improve overall performance, indicating that a combination of relational HR activities and strategic systems is essential to improving the success of an organization.

The Employee Relations and HR Business Partner teams are two of the specialist teams that support Infineon Malaysia's HR function. They work together to handle employee complaints and promote a healthy work environment. The HR company Partner team enhances both operational and strategic HR activities by coordinating HR strategies with company objectives, while Employee Relations makes sure that employee requirements are promptly met in order to create a pleasant place to work. Additionally, People Services offers crucial HR support throughout the Asia-Pacific area, and the Talent Development division concentrates on employee growth through upskilling. By providing a workplace where workers can succeed, these teams work together to improve productivity, improve HR procedures, and support the long-term success of the company (Gu Zhenjing, 2022).

4.3 WEAKNESSES

4.3.1 CYBERSECURITY RISK

Being a prominent technological company, Infineon Malaysia is always vulnerable to cybersecurity threats that may compromise its business operations, brand, and intellectual property. Developing and producing advanced semiconductor solutions is Infineon's business, which requires dealing with sensitive data, such as confidential information, private designs, and technological advancements. Hackers and cybercriminals might attack the business to steal intellectual property or interfere with operations, which could result in serious operational and financial losses. Because of the strong rivalry in the semiconductor sector, Infineon's market dominance depends heavily on intellectual property protection. Networks of highly specialized suppliers compete with the semiconductor industry. These networks are now very dangerous because of a combination of vertical disintegration and horizontal concentration, and they have grown increasingly specialized because of an earlier emphasis on cost efficiency. Reliability in such a complicated environment depends on cybersecurity. A cybersecurity event might have as serious an impact as a major outage or a scarcity of vital materials, which would then have an impact on many other semiconductor-dependent sectors (Yavuz, 2024).

Infineon Technologies has had a number of cybersecurity incidents, such as data breaches and security chip flaws. One significant example was an error in Infineon's RSA cryptographic library that was found in 2017 by Masaryk University researchers. Security chips used in smart cards, Trusted Platform Modules (TPMs), and other settings were exposed to this flaw, which might expose individuals to identity

theft and the decryption of private information. The vulnerability was so pervasive that it affected devices such as Microsoft's BitLocker encryption and Estonia's official identity cards (Naprys, 2024).

4.3.2 UNAFFECTIVENESS TRAINING.

New employees often have difficulty with dependence on online training, which provides theoretical knowledge but lacks the hands-on experience needed to fully understand and apply corporate systems and procedures. Onboarding is slowed down and frustrated by new employees' ability to apply online training in the real world. Employee morale may suffer and turnover may increase as a result of performance failures. Inadequate training could lead to employee dissatisfaction and even departure, which could cost the company up to double its annual revenue in replacement costs. Nonetheless, highly skilled employees generate superior work, experience greater job satisfaction, and contribute to improved retention and external relationships all of which eventually benefit the company by improving customer satisfaction and performance (Kennedy, 2025).

According to Dr. Mousa Al-Saudi, to strengthen newly learned skills and knowledge, employees require real-world application chances. Furthermore, it's critical to assess training effectiveness using performance measures to identify areas for growth and strengths, directing future training initiatives. Employee motivation and department advancement are guaranteed when training is linked to career advancement. Effective growth requires the identification of suitable training programs that match employee obligations and the needs of the department. Organizations can increase performance, employee satisfaction, and long-term success by adjusting training to the relevant skills and responsibilities.

4.4 OPPORTUNITY

4.4.1 STRATEGIC PARTNERSHIP

Infineon Technologies Malaysia has strengthened its position in the semiconductor industry by forming strategic partnerships with local research institutes and universities. By encouraging collaboration and knowledge exchange, these partnerships help Infineon in maintaining its leadership position in semiconductor technology. Infineon may access an inventory of skilled graduates with specific technical and technological expertise, stimulate innovation, and have access to state-of-the-art research by collaborating with organizations such as Universiti Sains Malaysia (USM) (Halim, 2023).

Additionally, both sides gain from the partnership with USM since it allows Infineon to take part in supportive research projects, idea generation, and academic exchanges. These programs not only improve Infineon's research and development abilities but also offer academic and labor support, ensuring that the objectives of the university and the company are in alignment. This collaboration helps Infineon in creating innovative technologies and solutions that can be used throughout its international operations, especially in fields like automotive electronics and power management.

Infineon has established a strategic cooperation with Honda to develop enhanced ADAS (Advanced Driver Assistance Systems) in addition to academic partnerships. Through this collaboration, Infineon may take advantage of its semiconductor experience in car electronics, specifically in developing safer and more effective autonomous driving systems. Working closely with Honda allows Infineon to create innovative solutions that advance vehicle technology and support the expanding automotive innovation industry (Shen, 2024). Infineon is developing partnerships with leading manufacturers of energy storage and electric vehicles (EVs) as it looks to further penetrate these markets with its wide range of semiconductor solutions (Falter, 2024).

4.4.2 GOVERNMENT POLICY

Infineon Technologies' development, especially in research and development and revenues, has been driven by the Malaysian government's National Semiconductor Strategy (NSS). The NSS has made it possible for Infineon to make significant investments in state-of-the-art technology, enabling it to innovate and grow in important industries like power management and automotive electronics, thanks to incentives like tax rebates and subsidies. This funding has improved Infineon's capacity to create advanced semiconductor solutions and keep a competitive advantage in the international market. The NSS has strengthened Infineon's position as the industry leader and increased its total market presence by encouraging innovation and assisting with long-term investments (Tan, 2024).

An extra €5 billion (RM30.1 billion) investment has been announced by Infineon Technologies AG to expand its facility in Kulim, Kedah, and construct the largest 200-millimeter silicon carbide (SiC) power fabrication factory in the world. After an initial €2 billion investment, this second phase will increase Infineon's production capacity for automotive, industrial power, and green technologies like electric vehicles, creating 1,500 jobs. With the help of the government and Malaysia's National Semiconductor Strategy (NSS), the country is becoming an international player in the production of

advanced semiconductors. By the end of the decade, Infineon believes that this development will bring in €7 billion annually, strengthening the company's global presence and Malaysia's semiconductor supply chain while supporting the country's sustainable development objectives as outlined in the New Industrial Master Plan 2030 and the Green Investment Strategy (GIS) (Malaysia Investment Development Authority (MIDA), 2024).

4.5 THREATS

4.5.1 INTENSE COMPETITION

Major companies like Texas Instruments, Intel, and STMicroelectronics are putting a lot of pressure on prices in Malaysia's semiconductor company, which is highly competitive worldwide. The pricing competitiveness of semiconductor industries is one of the main causes of competition for these industries. Another source of competition is the strategic partnership that these industries have with their customers in order to buy and sell semiconductor chips for their devices. There are significant development prospects due to the rising demand for AI chips, which is expected to reach US\$1.11 trillion by 2032. In light of the growing need for AI, IoT, and EVs, Malaysia needs to take advantage of this "once-in-a-generation" chance to strengthen its place in the global semiconductor supply chain (Gomes, 2024).

Companies like Infineon are always looking to form partnerships that will improve their market position and encourage innovation in the highly competitive semiconductor industry. These partnerships are essential for ensuring supply support, promoting information sharing, and coordinating product and technology directions. However, there is a lot of financial pressure due to the high expenses of research and development (R&D) and the development of customized solutions. Companies must efficiently manage these key partnerships to exchange resources and expertise, lower development costs, and hasten the release of advanced technology in order to reduce these challenges (TAN, 2024). This strategy helps semiconductor companies stay competitive in a market that is marked by quick technology breakthroughs and strong pricing tensions, in addition to enabling them to satisfy changing customer needs (MIDA, 2024).

4.5.2 DEPENDENCE ON KEY SUPPLIER

Supply chains for semiconductors have been disrupted by US-China trade tensions, which has caused market instability and caused governments to react. To

protect supply chains and boost economic growth, nations are also investing in the development of semiconductors. The difficulty for Infineon Technologies is made worse by its dependence on major suppliers for raw materials such as silicon wafers. Any interruption to these providers may lead to compromised operations, increased expenses, and production delays.

According to Aditya Sehgal 2023 in his research, modern technology and the global economy depend heavily on the semiconductor industry, and supply chain interruptions have severe consequences. The production of consumer items like smartphones, laptops, and cars has been greatly impacted by the lack of semiconductors. The COVID-19 epidemic, the US-China trade war, and tensions between the US, China, and Taiwan have further complicated matters. These difficulties have changed the balance of power within the sector and between countries, resulting in delays, price increases, and lower-quality products. A healthy supply chain depends on the fair and reliable distribution of semiconductors, and studies examine the geopolitics of semiconductor manufacturing to gain a deeper understanding of how ongoing international conflicts may affect security and technological advancement.

Infineon Technologies' purchase of raw materials, especially silicon wafers, has been impacted by supply chain interruptions brought on by US-China trade disputes. Because Infineon depends on large suppliers for these necessary materials, any disruptions may result in manufacturing delays, higher costs, and impaired operations. Market volatility brought on by trade disputes has caused governments to provide funding for semiconductor development in an effort to maintain supply chains and boost economic growth (S&P Global Mobility, 2024).

5.0 DISCUSSION & RECOMMENDATION

5.1 STRENGTHS

5.1.1 AI TRAINING FOR ENHANCED PRODUCTIVITY FOR INFINEON ECOSYSTEM

Innovative AI tools from Infineon, such as Eightfold and Infineon GPT 4.0, are sure to have a significant impact on Infineon employees. While GPT 4.0 employs machine learning to assist develop ideas and solve problems, Eightfold enhances hiring by predicting job success and promoting diversity. Employee motivation for adapting to new changes, like these ecosystems for Infineon, may be impacted, however, if sufficient direction and support are not provided at the end.

Infineon Technologies needs to offer a short course or additional education to its employees who need to learn about the rapidly evolving field of artificial intelligence (AI). All age groups of Infineon employees would benefit from this initiative, which would keep them updated of developments in AI technology. In order to enhance daily work processes, Infineon's own ecosystem must include the use of AI knowledge. This integration would boost productivity, which will eventually assist with the efficient execution of everyday duties and contribute to the success of the company as an entire organization. It is also can give additional value to our current employee for their expertise in AI through the training.

Infineon already use AI recruitment technologies such as Eightfold, but incorporating AI further into their employment procedure could produce higher quality outcomes. Infineon may evaluate candidates' long-term performance and adaptability to culture through using forecasting. With individualized learning programs and cultural integration resources, extending AI capabilities into onboarding could increase retention rates and the new recruit experience. This data-driven strategy could improve hiring while ensuring greater consistency with the objectives and principles of the organization (Bluetick Consultants Inc., 2025).

5.1.2 HR FUNCTION ROTATION FOR EFFECTIVE INTERNSHIP TRAINING AND TALENT DEVELOPMENT

Infineon Technologies Malaysia has created a complete HR structure, with expert teams dedicated to enhancing productivity and efficiency across a wide variety of HR functions. This organization knows that having specialist teams for specific HR tasks increases efficiency and ensures that employees receive the required help when

they need it. Aside from that, they can provide plenty of knowledge and benefits to employees, particularly interns, allowing the HR Department to gain from their expertise.

Establish a program of rotation for all positions in Infineon's HR division. To give internship students a more effective introduction and training, give them the chance to learn about and understand these functions in more depth. This can help industrial trainees better prepare for their potential careers by helping them learn various HR functions, especially for undergraduate students focusing in Human Resource Management. By creating a suitable plan for the internship program and making sure that interns have comprehensive exposure, the employer can regulate this. With the possibility of future employment, this program may also indirectly develop a pool of outstanding potential among the interns.

According to Massoud Ghaffari in 2021, the encouragement of adaptability, intellectual mobility, creativity, and innovation inside the company is another benefit of putting in place a job rotation system. Employees who are given the opportunity to switch between responsibilities have a deeper comprehension of a variety of tasks, which improves their ability to solve problems and encourages creative thinking. This approach stimulates employee engagement and growth in addition to creating a workforce that is more adaptable. As they were able to increase their knowledge and abilities, employees felt more empowered, engaged, and driven, which eventually resulted in a more creative and dynamic corporate culture.

5.2 WEAKNESSES

5.2.1 ONGOING ENHANCEMENT OF CYBERSECURITY SYSTEMS AND PROCEDURES PLAN

Certain Cyber Security incidents may be due to a lack of knowledge or understanding of Cybersecurity, which can impact the company's reputation and have a big impact on employee data. They needed a clear long-term plan for the Cybersecurity Attack. To handle new threats, Infineon Malaysia must continuously improve its systems and processes in order to maintain a dynamic approach to cybersecurity. The corporation must remain ahead of potential exposures as the techniques and risks related to cybersecurity are always changing due to constantly evolving attempts to compromise sensitive data, intellectual property, and company privacy. This involves creating a culture of awareness and readiness among employees in addition to putting in place advanced technical measures. Employees at

all levels should have access to regularly updated cybersecurity training sessions and modules to make sure they have the most up-to-date information and abilities to recognize, stop, and react to emerging threats. As a strategic strategy for long-term cybersecurity and data protection, Infineon can create a CyberEPP (Cybersecurity Enhancement Plan). The main goals of this strategy would be to confront new threats, keep security measures up to date, and guarantee that data and intellectual property are always secured.

To strengthen its cybersecurity strategy, Infineon Malaysia needs to concentrate on practical ideas that answer important issues including coordinating leadership, implementing cybersecurity into the wider plan, understanding stakeholder expectations, and tracking results. The business should use a systems approach, utilizing process improvement techniques and strategic planning, to accomplish this successfully. The Baldrige Cybersecurity Excellence Builder (BCEB) is a useful tool that aids businesses in evaluating existing cybersecurity initiatives and pinpointing opportunities for development. The BCEB, which is derived from NIST CSF and the Baldrige Performance Excellence Program, offers comprehensive guidance that helps Infineon improve its cybersecurity position, combine organizational activities, and guarantee long-term effectiveness (Snyder, 2022).

5.2.2 IMPROVE TRAINING EFFECTIVENESS FOR NEW JOINERS

To ensure that all employees are able to adapt to a new work culture or company system, companies should diversify their approach to training to ensure that all employees can adapt to the learning method and thus increase employee productivity and quality. The company's current approach to virtual training could cause difficulties for new hires who require practical exposure to the systems and procedures of the organization. Infineon should enhance this by integrating hands-on, in-person learning with online instruction which is Blended Learning or Hybrid Approach. This could involve workshops or simulation exercises where staff members can put what they have learned into practise. During the first several weeks, new hires would benefit from pairing with experienced workers for mentorship or observing, which would allow them to ask questions and gain a better understanding of the work. At the final least, regular discussions with new hires would help with the identification of any problems and ensure their support, resulting in a quicker and more smooth transition into the company's culture (Patten, 2021).

There is a lot of benefit that the company can gain based on this approach. Blended training gives employees flexibility and engagement by combining online and in-person instruction. It supports a variety of work settings, including remote, on-site, and in-office. Employees may study at their own pace using online training, which cuts down on time spent away from daily responsibilities. Additionally, this strategy reduces in-person training expenses including travel and venue charges. Online platforms can offer useful data for gauging training effectiveness, which aids firms in enhancing their training initiatives (Forbes Technology Council , 2020).

5.3 OPPORTUNITIES

5.3.1 BROADEN INDUSTRY PARTNERSHIPS FOR AUTOMOTIVE AND IOT APPLICATIONS

Partnerships with USM and Honda certainly benefit the company in terms of research and innovation, as well as car companies that will sustain profits from semiconductor supplies. However, to remain relevant and sustainable in this business, they should diversify their partnerships, particularly in automated and IOT systems around the world. For semiconductor industries to expand their sources of revenue, reduce risks, and improve their agility in operation in a market that is becoming more competitive and unstable, strategic partnerships are important. These connections frequently involve partnerships like as partnerships, research collaborations, and larger ecosystems collaborations, and they go much beyond standard supplier-customer relationships. Semiconductor companies can manage difficult challenges, innovate more quickly, and remain adaptable to market disruptions by collaborating with a variety of industries and combining resources and knowledge. These strategic partnerships give companies the chance to enter new markets, reduce risks, and expand as together (Data Bridge Market Research, 2024) .

Expanding its partnership strategy beyond its current partnerships with Honda is a promising way for Infineon to achieve long-term success. Infineon can continue to dominate the semiconductor market by collaborating with additional businesses in quickly expanding industries including automotive, electric vehicles (EVs), and the Internet of Things (IoT). In addition to helping Infineon stay up to date with the most recent technological developments, collaborating with companies in these highly competitive sectors improves up product development and the time to market, creating more opportunities for income and market growth. Furthermore, open innovation can be encouraged by partnerships with suppliers, universities, and even competitors,

ensuring that Infineon stays at the top of both technological advancement and industry requirements.

5.3.3 MAXIMIZE GOVERNMENT SUPPORT THROUGH STRATEGIC INITIATIVES

The government's incentive under the National Semiconductor Strategy (NSS) is a long-term goal to grow the industry, particularly in Malaysia. Infineon should capitalize on this chance to ensure that they do not fall behind other semiconductor companies that are currently evolving, and utilize advantage of Malaysia's government incentives to expand their company in this area. Infineon should take full advantage of government incentives under the National Semiconductor Strategy (NSS) by applying for additional grants, tax breaks, or funding to support its R&D initiatives. This will help reduce operational costs and further fuel the development of new semiconductor technologies, especially in areas like electric vehicles and renewable energy.

Prime Minister Datuk Seri Anwar Ibrahim launched Malaysia's National Semiconductor Strategy (NSS) during the Semicon Southeast Asia 2024 conference in Kuala Lumpur, with the goal of luring RM500 billion in semiconductor investments. As part of this ambitious ambition, 100 smaller semiconductor enterprises and 10 local chip manufacturing and design leaders with annual revenues ranging from US\$210 million to US\$1 billion will be established. The goal surpasses semiconductor investments made by major nations such as the US, China, and the EU. The government intends to train 60,000 engineers and provide RM25 billion in incentives to achieve this. However, changing global supply networks and economic tensions brought on by recent geopolitical shifts and rising protectionism make this goal difficult to achieve (Ng, 2024).

5.4 THREATS

5.4.1 INCREASE INVESTMENT IN RESEARCH AND DEVELOPMENT (R&D)

Every company will continue to evolve, particularly in research and development (R&D) to generate a new product that can be sold to other technology companies. To increase R&D, the organization will require a significant investment for expansion. To differentiate itself with high-value products, Infineon Technologies focuses on innovative technologies in power management, automotive electronics, and renewable energy, achieving a balance between innovation and competitive price. Infineon's significant investment in research and development (R&D) is a major component of this strategy. For example, Infineon intends to establish a NT\$1.2 billion

R&D center in Taiwan to create next-generation Wi-Fi and Bluetooth chips for electric vehicles, using Taiwan's vibrant innovation ecosystem and highly experienced R&D people (Taipei Times, 2024). This investment not only expands Infineon's product line, but also ensures that its solutions remain competitive in the market. By focusing on innovative methods while retaining cost-effective pricing, Infineon continues to produce value-added products that satisfy customers' changing needs and contribute to technological innovation

Furthermore, our marketing and sales tactics are customized for specific industries, ensuring that we fulfil every requirement of any area in which we conduct business. To maintain its technological advantage over competitors, Infineon should also keep making significant investments in research and development. The need to compete only on price can be reduced by innovations in fields like artificial intelligence (AI), 5G, and self-driving vehicles, which can set Infineon's products apart and enable it to provide innovative products that demand high prices.

According to Cornelia Regina in 2022, long-term corporate success depends on innovation, particularly when consumer demand for new items rises and raw commodities become more limited. Employee proficiency and facility efficiency are continuously improved to promote product standardization and preserve consistency and quality in products. To sustain high performance and quality, further efforts are being made to standardize product requirements and offer coaching.

5.4.2 DEVELOP LOCALIZED MANUFACTURING CAPABILITIES

Taiwan has been significantly impacted by the trade dispute between China and the United States, owing to its pro-US position. This geopolitical tension has increased the risk of conflict and instability in the region (Harlie Vest, 2022). As a result, Taiwan's supply chain has faced disruptions, resulting in product delays and increased operational costs. The semiconductor industry, in particular, has been damaged, as Taiwan is a critical component of the worldwide semiconductor supply chain. Any disruption in Taiwan's semiconductor production could lead to global shortages and higher pricing, affecting companies that include consumer electronics to electric vehicles (Efficio, 2024). Infineon may decrease its dependency on suppliers from politically unstable regions by investing in local production capabilities in areas that are less probable to experience geopolitical issues. This may involve building or growing production facilities in other nations with politically secure conditions, ensuring continuous production even in the event of conflicts in one area. If officials are unable

to convert the advantages of rising manufacturing investment into improved productivity, education, and labor rights protection, political stability may be in risk (Aherin, 2016).

Vietnam is a potential low-risk choice for semiconductor production because, like Malaysia, it is negotiating the geopolitical challenges of maintaining important trade contacts with China while maintaining its close relationship with the US. Vietnam, India, and Malaysia are all aggressively seeking ways to attract investments in semiconductors; Malaysia is especially strategically located because of its established global chipmaker presence and highly skilled workforce. However, because of its large the location market, decades of chip manufacturing knowledge, and position as a major manufacturing base, China will continue to dominate the sector. Even if it might be challenging for other nations to duplicate China's advantages, the changing geopolitical environment presents fresh chances for nations like Malaysia and Vietnam to draw in investments as businesses look for alternatives to China (Economic Intelligence, 2024).

6.0 CONCLUSION

In conclusion, my internship with Infineon Technologies Malaysia was a valuable learning opportunity that gave me hands-on experience with the HR People Service Asia Talent Acquisition division. My key responsibilities included arranging and coordinating interviews between candidates and hiring managers at multiple Infineon sites throughout Asia, including Kulim, Penang, and Melaka. This task helped me improve my organizational and communication skills by coordinating interview schedules, preparing documentation, and ensuring a smooth process for both candidates and hiring managers. Participating in strategy meetings also helped me learn the bigger picture of HR's role in supporting Infineon's talent acquisition strategies.

Aside from my main duties, I had the opportunity to contribute to various ad hoc programs launched by the HR department. As a committee member, I worked with colleagues to manage particular tasks that supported the department's strategic goals. These experiences not only improved my teamwork and leadership abilities, but also provided me with significant insights about HR's adaptability and capacity to respond to organizational needs. Supporting the Tier 1 team, which operates as a customer service department for HR, added to my experience by exposing me to HR's responsibility in addressing employee problems and maintaining simple HR operations.

The internship also provided insight into how successful HR management contributes to Infineon Technologies' overall success, particularly in the competitive semiconductor business. I saw firsthand how important talent acquisition is in supporting Infineon's operational goals while conducting recruitment and onboarding tasks. The company's focus on AI-driven recruitment and innovative HR practices, including the use of platforms like Eightfold, emphasizes the significance of integrating technology to improve efficiency and decision-making.

Overall, the internship provided me with practical HR skills that included recruitment and talent management to problem-solving in real-world situations. It has also enabled me to establish strong professional connections inside the industry, which is certain to help my future career in human resources. This experience strengthened my passion for HR and prepared me for the challenges and possibilities that await me as I continue to pursue a career in this industry.

7.0 REFERENCES

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8.0 APPENDICES

