



UNIVERSITI  
TEKNOLOGI  
MARA

Unleashing Potentials  
Shaping the Future



# -SOCENTIUM-

keeping you informed

An Internal Bulletin of FBM

FACULTY OF BUSINESS AND MANAGEMENT



July - December 2023

eISSN: 2636-9656

Volume: 6(2), 2023



# FBM COURTESY VISIT TO THE CHAIRMAN OF UiTM'S BOARD OF DIRECTORS



The Faculty of Business and Management (FBM) paid a courtesy visit to Emeritus Prof. Datuk Dr. Raduan Che Rose, the Chairman of UiTM's Board of Directors. The delegation was composed of Prof. Dr. Firdaus Abdullah (Dean of FBM) and Prof. Dr. Rugayah Hashim, Ts. Dr. Ahmad Rais Mohamad Mokhtar, and Dato' Dania Abdul Wahab and Prof. (Adj.) Dr. Behrang Parhizkar from ChamRun Digital, a key business partner.

The central topic of discussion revolved around a proposition for Digital Skills Training with the objective of cultivating a digital society that empowers the citizens of Malaysia. The suggested project has the objective of creating cutting-edge technologies and promoting cooperation across different sectors. These efforts will contribute to improving connection, understanding, accessibility, and inclusion within the digital society of Malaysia.



The endeavors are in perfect tandem with the fundamental objectives of the Madani Economy framework, which are to reorganise the economy in a manner that establishes Malaysia as a leader among Asian economies and ensure equitable distribution of the increased wealth among the Rakyat.

The initiative contributes significantly towards realising the 12th Malaysia Plan, particularly in addressing poverty and building an inclusive society, enhancing socioeconomic development, developing future talent, and boosting digitalization and advanced technology.



The program will be proposed to six ministries, namely the Ministry of Rural and Regional Development, the Ministry of Economy, the Ministry of Communications and Digital, the Ministry of Youth and Sports, the Ministry of Women, Family, and Community Development, and the Ministry of Plantation and Commodities. The holistic and comprehensive program will provide digital skills training, especially for the B40 community, youths, and unemployed (or underemployed) citizens, with the goals of creating digital entrepreneurs, improving the national employment rate, and ultimately fostering national socioeconomic development.



# Thank You



## **EDITOR:**

**DR. MOHAMMAD ZULFAKHAIRI  
DR. NUR ZAHIDAH BHRUDIN  
DR. NURHUDA NIZAR  
DR. SHARULSHAHIDA  
SYAFIQAH JOHAN  
NAZURAH ABDUL MALEK  
HABIEL ZAKARIAH**

©SOC2023

---

ISSN 2636-9656



9 772636 965008