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UiTM Global

News

ENGAGING THE WORLD

SUMMER PROGRAM:
INTERNATIONAL EXPOSURE &
EXPERIENCE ACT LOCAL, BE LOCAL

15th - 29th January 2024

SUMMER PROGRAM:
LANGUAGE AND CULTURE 2024

31st January 2024

ERASMUS + FAB
PROJECT CONSORTIUM MEETING

16th February - 18th March 2024

CHIEF EDITOR NOTE

Prof. Dr. Shahrizan Zainal Abidin
Editor-in-Chief



“

Greetings from your Editor-in-Chief of UTM Global. We would like to use this occasion to express our gratitude to our readers, exceptionally creative and brilliant writers, and esteemed editorial board for their contributions to this highly sought-after archival newsletter for 2024.

This year will be remembered as a hopeful and exploratory one. The wonderful optimism characterized by the return to normalcy in our daily routines and, more crucially, in our university and other worldwide higher education institutions, was truly enjoyable to me. Our efforts in establishing bridges with prestigious universities across the globe yielded major outcomes. The participation of the community in academic gatherings, such as forums, symposia, and seminars, further demonstrated this optimism. One such significant example was when we participated in the Vice-Chancellor Office Special Project (VCOSP) grant for global visibility. This initiative, costing RM1,588,130.70, involved 237 participants from over 34 countries. Let us continue to play our part in fostering a sense of normalcy within our community, providing steadfast support for our staff and students.

We would especially like to thank Vice-Chancellor Prof. Datuk Dr. Roziah Mohd Janor for her efforts on behalf of the UTM Strategic Plan 2025's "Globally Marketable" theme.

Regarding discoveries, we were pleased to make advancements in space exploration, physical sciences, and ecosystems, among other fields, even after recovering from a catastrophic worldwide epidemic.

It is a genuine privilege to serve as the Editor-in-Chief of UTM Global Newsletter. Together with my team of skilled writers and committed editors, we eagerly anticipate serving you and continuing to deliver an outstanding newsletter. We wish everyone a future filled with groundbreaking discoveries and thrilling innovations.

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UITM GLOBAL NEWS

A newsletter showcasing UTM's internationalisation activities with the motto "Engaging the World." It features the engagement of UTM with its partners at the global level.

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SUMMER PROGRAM: INTERNATIONAL EXPOSURE & EXPERIENCE ACT LOCAL, BE LOCAL

15th - 29th January 2024

UiTM recently hosted exchange students from Inner Mongolia University of Technology (IMUT). This event aimed to promote cultural exchange and foster community engagement among students from different backgrounds.

During the visit, participants engaged in various activities to explore local traditions and share aspects of their daily lives. This collaborative experience facilitated the development of friendships

and a deeper understanding of each other's cultures over ten days.

The activities included shared meals, discussions, and cultural presentations, contributing to an enriched campus environment. The interactions and experiences gained during this time are expected to have a lasting impact, promoting ongoing connections between the universities.



As the exchange program concluded, both the visiting students and their hosts expressed appreciation for the time spent together, highlighting the value of global understanding and the potential for future collaborations. The hope remains for continued interactions and the strengthening of these international ties.

SUMMER PROGRAM: MANAGEMENT SEMINAR: FISAT @ FBM, UiTM

7th March 2024

On 7th March 2024, a welcome was extended to inbound students and lecturers from the Federal Institute of Science and Technology (FISAT), India, to the Faculty of Business and Management at UiTM Kampus Puncak Alam. The delegation comprised 98 postgraduate students and four lecturers, led by Dr. Anoo Anna Antony.

A module titled "Entrepreneurship Strategic Management" was delivered by an experienced lecturer, Dr. Gouri Dominic.

A productive discussion took place between the two universities, covering potential collaborations and sharing insights on the current business culture of both countries.

Gratitude was expressed to FISAT for choosing UiTM and the faculty for this engagement.



ERASMUS + FAB PROJECT CONSORTIUM MEETING

Dr. Wan Juliana Emeih Wahed



The recent Erasmus+ FAB Project Consortium Meeting which convened on January 31, marked a pivotal moment in international collaboration in education and research. Hosted over two days at the Perpustakaan Tun Abdul Razak (PTAR) UiTM Samarahan Campus 2 in Sarawak, the meeting was organized by the Department of International Affairs UiTM Sarawak under the guidance of Prof. Dr. Ling Siew Eng and Dr. Wan Juliana Emeih Wahed, Coordinator of DIA. The meeting facilitated fruitful exchanges among representatives hailing from 22 esteemed institutions and organizations across Europe and Asia. This hybrid meeting seamlessly integrated physical participation at PTAR Sarawak with virtual attendance via Zoom Meeting, enhancing accessibility and engagement. Noteworthy attendees included the Ministry of Education Youth and Sport, Cambodia, Cambodian University for Specialties, Build Bright University, University of Aegean, University of Heng

Samrin Thbongkhmum, Royal University of Phnom Penh, West Visayas State University, Pokhara University, Nepal, Bangladesh Agricultural University, National University of Management, Cambodia, Ateneo de Manila University, Chea Sim University of Kamchaymear, Shahjalal University of Science and Technology, Mitropolitiko College Anoyimi Ekpaideytiki Etairia, and Royal University of Bhutan (RUB-GCBS). The collaborative spirit and in-depth discussions held during the meeting are poised to make a significant impact on the advancement of international education and research endeavors, ultimately benefiting UiTM and the broader Sarawak community.



TRISEP 2024:

Trisakti International Student Exchange Program

Dr. Wan Juliana Emeih Wahed

The relationship between UITM Sarawak Branch and Universitas Trisakti, Indonesia is further enhanced with the Trisakti International Students Exchange Program (TRISEP), a student outbound mobility program hosted by Universitas Trisakti, Indonesia. Two exceptional students from the Faculty of Sports Science and Recreation, Mei Hui Anak PaulSoon and Izzati Najwa Mohd Yusof participated in the exchange program from August 1st to August 6th, 2023. This programme provided a unique opportunity for these talented individuals to explore new cultures, broaden their horizons,

and establish meaningful international connections. Mdm Asmalini Haji Che Abu Shafie, the Head of Academic (Sports Science and Recreation), and Ms. Patricia Pawa Pitil, the accompanying lecturer, were among the distinguished faculty members who graced the meeting. Additionally, Dr. Wan Juliana Emeih Wahed, the Coordinator of the Department of International Affairs, attended the event, highlighting the significance of this student exchange initiative.



Courtesy Visit from Shandong University of Engineering and Vocational Technology, China

to Universiti Teknologi MARA Sarawak.

Dr. Wan Juliana Emeih Wahed



Distinguished delegates from Shandong University graced the occasion, led by President Professor Wu Mengjun, accompanied by Vice President Mr. Wang Shouguang and Ms. Wang Weijiao, Director of the International Exchange and Cooperation Office. Notable figures from China Railway Construction, Director Mr. Lin Jialiang and Chief Executive Mr. Wu Leilei were also in attendance. Under the leadership of Assoc. Prof. Ts. ChM. Dr. Mohammad Isa Mohamad, Acting Rector of UITM Sarawak, and Assoc. Prof. Dr. Juferi Idris, Deputy Rector of Research and Industrial Linkages, a highly productive meeting ensued. Joined by coordinators from the Department of Research and Industrial Linkages, the gathering focused on fostering bilateral student and lecturer exchange programs, facilitating collaborative efforts in matching grants and joint research initiatives, and capitalizing on Shandong

University's expertise in mechanical training and new energy technologies, aligning them with the interests and objectives of UITM Sarawak. An exchange of mementos marked the significance of the occasion, with the presentation of a Luban Mozi College plaque, symbolizing the growing friendship and collaboration between the two institutions. This visit serves as a promising stride towards fortifying the bond between Shandong University of Engineering and Vocational Technology, China, and UITM Sarawak, ushering in a new era of mutual growth and development across academia and beyond.

SUMMER PROGRAM : LANGUAGE AND CULTURE 2024

UiTM Cawangan Terengganu

16th February - 18th March, 2024

UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS PULUTIN



Twelve students and a chaperone from Gunma University, Japan, participated in the Summer Programme: Language and Culture 2024 at UiTM Cawangan Terengganu. This collaborative initiative between UiTM Cawangan Terengganu and Gunma University has been ongoing since 2015, with both universities actively organizing summer and cultural programs. The Vice Chancellor of UiTM honoured the farewell hi-tea with his presence, presenting farewell gifts to the Gunma University students.



Supervision Project and Cultural Program between

UiTMCT and Karpagam Academy of Higher Education (KAHE), India

23rd April – 22nd May 2024

KAHE and UiTM Cawangan Terengganu continue engaging in international mobility programs with the supervision project and cultural program 2024 initiated in 2023. In 2024, 11 students from KAHE participated in the supervision project and cultural program at UiTM Cawangan Terengganu for a month. Various cultural activities were organised in Terengganu for the KAHE students to experience the Malaysian culture and customs.





Delegates from Faculty of Education UiTM led by Prof Dr Sharipah Razaina and Deputy Dean Academic Dr Hamimah Hashim

Adjunct Professor Event at

Universitas Pendidikan Indonesia, Tasikmalaya

From 13th May to 17th May 2024, the Faculty of Education UiTM Puncak Alam campus participated in a transformative face-to-face adjunct professor event at the Universitas Pendidikan Indonesia campus in Tasikmalaya. This collaborative platform served as a bridge to exchange knowledge, foster innovation, and strengthen community ties, involving key academic stakeholders, educators, and students alike.

The event encompassed several activities designed to meaningfully engage participants in interactive workshops, focus group discussions, public lectures and community service initiatives.

Each of these segments played a critical role in addressing contemporary challenges in education while promoting solutions grounded in inclusivity, innovation, and collaboration.

One of the most impactful segments of the event was the public lecture focused on "Creating Inclusive Curricula: Strategies for Supporting Diverse Learners in Primary Education." Delivered to a packed audience of educators, researchers, and students, this session emphasized the importance of developing curricula that cater to learners from diverse socio-economic, cultural, and ability-based backgrounds.

Delegates were shown campus of Universitas Pendidikan Indonesia Tasikmalaya Branch



Discussions highlighted practical strategies such as differentiated instruction, the use of assistive technology, and culturally responsive teaching methods. By fostering inclusive practices, educators can ensure equitable access to quality education for all learners.

Innovation took the center stage during the Innovation Hackathons, particularly in the domain of Primary Science Education. This segment encouraged participants to collaborate in teams, brainstorming innovative approaches to teaching and learning science in primary schools.

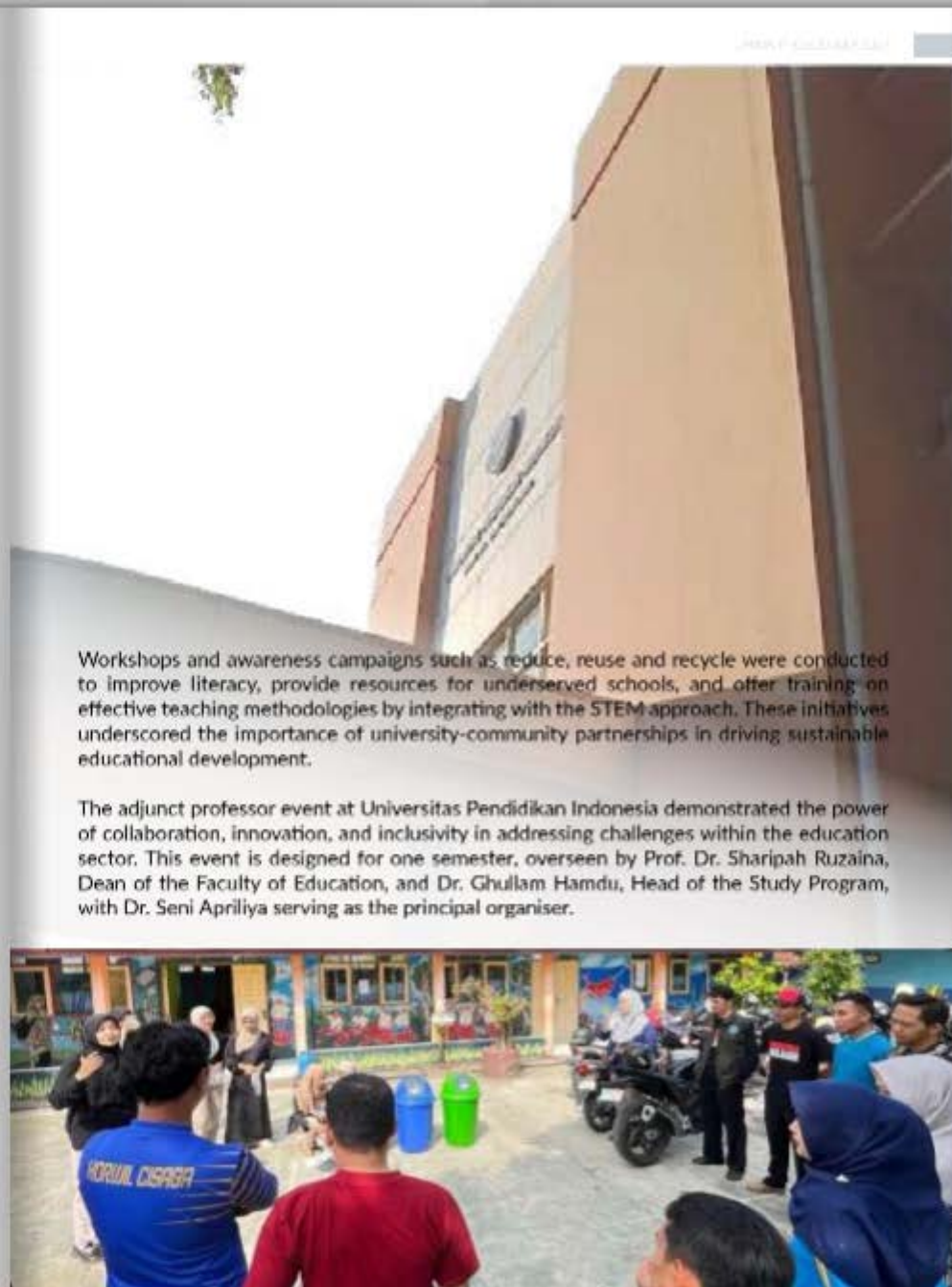
The hackathon produced practical tools and techniques, such as hands-on experiments, digital learning applications, and inquiry-based lesson plans, aimed at enhancing student engagement and comprehension. It showcased how creativity, critical thinking, and technology can address existing gaps in science education.

The event's success was further amplified through meaningful Community Service activities. Faculty members, students along with local visitors engaged with local communities to address grassroots educational challenges, creating a two-way exchange of knowledge and solutions.





Dr. Hanimah Hashim and students during the sharing session



Workshops and awareness campaigns such as reduce, reuse and recycle were conducted to improve literacy, provide resources for underserved schools, and offer training on effective teaching methodologies by integrating with the STEM approach. These initiatives underscored the importance of university-community partnerships in driving sustainable educational development.

The adjunct professor event at Universitas Pendidikan Indonesia demonstrated the power of collaboration, innovation, and inclusivity in addressing challenges within the education sector. This event is designed for one semester, overseen by Prof. Dr. Sharipah Ruzaina, Dean of the Faculty of Education, and Dr. Ghulam Hamdu, Head of the Study Program, with Dr. Seni Apriliya serving as the principal organiser.



Among other key outcomes were to strengthen academic and professional ties between institutions, creating inclusive classrooms and enhancing science education and providing greater awareness of community-driven approaches to improving education. The combination of expert-led discussions, participant-driven innovation, and impactful community engagement ensures that the insights and strategies shared during the event will resonate beyond its duration, influencing policy, curriculum design, and teaching practices in the years to come.

The Faculty of Education's involvement in this event not only fostered academic growth and knowledge exchange but also reaffirmed its commitment to shaping a more inclusive and innovative education landscape. By addressing issues like inclusivity, science education, and community engagement, the event has set a strong foundation for future collaboration and progress in primary education.



Workshops and awareness campaigns such as reduce, reuse and recycle



International Knowledge Program UiTM Kedah:

CABARAN PUSTAKAWAN GEN Z

Dr. Wan Ainol Mursyida Ahmad Tarnizi

Presentation of a token of appreciation from the Program Coordinator, Dr. Siti Khadijah Rafin to the keynote speaker from Universitas Gadjah Mada (UGM), Dr. Sofrotul Khoir.



On 12 June 2024, the International Knowledge Program, Cabaran Pustakawan Gen Z, brought together expertise from Indonesia to address the evolving challenges of engaging Generation Z (Gen Z) in library services. Organized with the objectives of understanding Gen Z's unique needs, fostering cultural exchange, and sharing innovative practices, the event featured discussions, seminars, and collaborative projects.

A notable highlight was the participation of Dr. Sofrotul Khoir from Universitas Gadjah Mada, Indonesia, who presented strategies for enhancing user engagement through modern library management techniques.

The program emphasized cultural exchange through interactive sessions that explored

the similarities and differences between the two nations' approaches to librarianship. Participants collaborated on developing innovative solutions for tailoring library services to meet the expectations of tech-savvy Gen Z users. These sessions not only deepened mutual respect but also paved the way for future professional partnerships and shared initiatives.

By the end of the event, attendees had gained new insights and proposed actionable strategies for modernizing library practices. The program concluded with a strengthened sense of collaboration between Malaysia and Indonesia, underscoring the importance of cross-cultural partnerships in addressing global challenges in information management.



Students from all semesters of the School of Information Science, UiTM Kedah, participated in the seminar titled The International Knowledge Program: Cabaran Pustakawan Gen Z in collaboration with Universitas Gadjah Mada (UGM), Indonesia.

Meeting on the Development of the Records & Archives Administration Program with Lecturers from Universitas Airlangga, Indonesia (UNAIR)

Dr. Wan Ainol Mursyida Ahmad Tarmizi



Delegation of lecturers from the Faculty of Vocational Studies, Universitas Airlangga, Indonesia (UNAIR) together with the Deputy Rector of Research, Industrial Linkages, Community and Alumni University Teknologi MARA Kedah Branch, Professor Dr Mohd Rizaimy Shahrudin and representatives of School Information Science, College of Computing, Informatics & Mathematics, UiTM Kedah.

The School of Information Science, under the College of Computing, Informatics, and Mathematics, UiTM Kedah successfully conducted a two-day program and activities in collaboration with the Faculty of Vocational Studies, Universitas Airlangga (UNAIR), Indonesia, from 15th October 2024 to 16th October 2024.

The meeting was attended by lecturers from the Center for Information Science Studies who were available during the session and a delegation of lecturers from the Faculty of Vocational Studies, Universitas Airlangga.

The objectives of the meeting are to strengthen academic collaboration between the Center for Information Science Studies and the Faculty of Vocational Studies, Universitas Airlangga as well as to enhance academic excellence and shared expertise in higher education within the region. The discussions and activities during the session fostered mutual understanding and laid the foundation for further strategic initiatives in the field of records and archives administration.



The School of Information Science, UiTM Kedah, in collaboration with Universitas Negeri Malang (UM), Indonesia, successfully organized the Program Mahabbah Ilmu Antarabangsa. This initiative aimed to foster academic collaboration, enhance knowledge sharing, and strengthen cultural ties between the two institutions, providing a platform for students and educators to engage in meaningful exchanges and learning experiences. On 27 October 2024, one collaborative workshop titled "Implementasi Software Open Source untuk Otomasi Perpustakaan: Dari Teori ke Praktek" was conducted in partnership with Universitas Negeri Malang, Indonesia. The event aimed to introduce Information Science students to the use of open-source software



Speaker from Universitas Negeri Malang (UM), En. Moh Safi

for library automation, enhancing their technical skills and practical knowledge in modern library management. Guided by En. Moh Safi, an expert in digital libraries and automation, the workshop provided hands-on training and theoretical insights into cost-effective, open-source technologies. With more than 30 students participating, the program emphasized the benefits of open-source solutions for improving library operations, fostering interactive learning, and preparing students for real-world challenges in the field.

Another session on Information Literacy was also successfully conducted on 27 October 2024 at Dewan Perdana, UiTM Kedah Branch. This event featured Puan Amalia Nurma Dewi, a lecturer from the Department of Library Science, Faculty of Arts, Universitas Negeri Malang (UM), Indonesia, as the guest speaker.

The program aimed to enhance students' understanding of information literacy, a critical skill in the evolving landscape of information management and science. Puan Amalia shared her expertise, covering key aspects of information evaluation, ethical use of information, and strategies for effectively accessing and applying information resources. The session was attended by Information Science students, faculty members, and other participants, creating a vibrant platform for knowledge exchange. Feedback from attendees highlighted the practical insights and engaging delivery by the speaker, which significantly enriched their learning experience.



Hands-on session with students from the School of Information Science, College of Computing, Informatics & Mathematics, UiTM Kedah



A seminar for knowledge sharing on Information Literacy has been conducted by Puan Amalia from Universitas Negeri Malang (UM), Indonesia



All participants at the seminar comprising students from the School of Information Science, College of Computing, Informatics & Mathematics, UiTM Kedah

Program Mahabbah Ilmu Antarabangsa:

A collaboration with Universitas Negeri Malang (UM), Indonesia

Dr. Wan Ainol Mursyida Ahmad Tarmizi

Program Citra Ilmu Antarabangsa 2024:

Activity with students of Universitas Pendidikan Indonesia (UPI)

Dr. Wan Ainol Mursyida Ahmad Tarmizi



Delegation of 6 students and a lecturer from Universitas Pendidikan Indonesia (UPI)

The Citra Ilmu Antarabangsa 2024 program was held during the month of December 2024, organized by the School of Information Science, UiTM Kedah, in collaboration with Universitas Pendidikan Indonesia (UPI). The program was conducted prior to the students exchange program whereby students of UPI will be in UiTM Kedah for the whole semester of October 2024 until February 2025. This program aimed to strengthen international academic partnerships, promote cultural exchange, and provide participants with holistic learning and community engagement opportunities.

The School of Information Science, College of Computing, Informatics, and Mathematics (KPPIM) UiTM Kedah extends its heartfelt appreciation to Puan Amalia and Encik Moh Safie for their invaluable contribution to the seminars and workshop success. Their collaboration underscores the importance of regional partnerships in advancing education and fostering academic excellence.



The program involved six (6) inbound students and one (1) lecturer from UPI, accompanied by UiTM student buddies, representatives from the School of Information Science, lecturers, and student club leaders. Key activities included discussions on library management between 2 countries, cultural diversity, sports day events, spiritual programs, and visits to heritage sites such as Gunung Jerai and the Sungai Batu Archaeological Site.

Throughout the program, participants engaged in enriching experiences that fostered teamwork, cultural understanding, and leadership skills. Activities such as the Green Walk at Gunung Jerai emphasized environmental awareness, while the exploration of Sungai Batu provided insights into early Southeast Asian civilizations.

Students of the School of Information Science with students of Universitas Pendidikan Indonesia (UPI) during knowledge and culture exchange session

The Citra Ilmu Antarabangsa 2024 program successfully achieved its objectives of enhancing academic and cultural exchanges, promoting UiTM internationally, and cultivating leadership skills among participants. By bridging diverse cultures, the program created meaningful connections and fostered mutual understanding.

This initiative underscores UiTM Kedah's commitment to global engagement, academic excellence, and the holistic development of students through international collaborations.



Sports Day activity with student's club of School Information Science, UiTM Kedah and students of Universitas Pendidikan Indonesia (UPI)

Yassin recitation ceremony and a Maghrib lecture organized in collaboration with the student's club of School of Information Science



The representative of student's club from the school of Information Science, UiTM Kedah together with UPI's student participate in hiking activity at Gunung Jerai

UiTM Kedah and LocalLead Forge Partnership

to Enhance Research Education

The Collaborative Teaching (CT) initiative, organized by Universiti Teknologi MARA (UiTM) Kedah Branch during the March-August 2024 semester, marked another milestone in innovative pedagogy. By adopting Module 2 - Delivery Collaboration, this initiative successfully brought together academic and industry expertise to enrich the learning experience of students enrolled in the MGT648 Research Methods course. The highlight of the program was a guest lecture by Prof. Dodi Wirawan, a distinguished Professor of Leadership from Brawijaya University and Chief Commissioner of LocalLead, who delivered an engaging session on "Data Collection Methods." Held virtually on Thursday, 6 June 2024, from 2.15 PM to 4.15 PM via Google Meet, the session involved students from five classes under the Faculty of Business and Management. The event was skilfully moderated by Dr. Sarah Sabir Ahmad, ensuring smooth interaction and productive discussions.

The initiative was designed to foster a dynamic and interactive learning environment by integrating expert insights, cross class engagement, and technology driven teaching methods. Prof. Dodi shared practical insights into data collection methodologies, bridging theoretical knowledge with real-world applications. Students from five different classes participated, facilitating collaboration and networking among peers. Google Meet enabled seamless participation, granting students access to global expertise.



The CT initiative also highlighted UiTM Kedah's strong commitment to international collaboration, underpinned by the signing of a Memorandum of Understanding (MoU) between UiTM Kedah and LocalLead on 4 April 2024. Conducted virtually, the MoU symbolises a significant partnership aimed at strengthening academic collaboration, fostering knowledge exchange, and integrating industry perspectives into academic curricula. Aligned with the weekly

UiTM Kedah and LocalLead Solusi Indonesia Forge Partnership with the Signing of a Memorandum of Understanding (MoU) on 4 April 2024. This collaboration strengthens academic and industry ties to promote research and innovation.

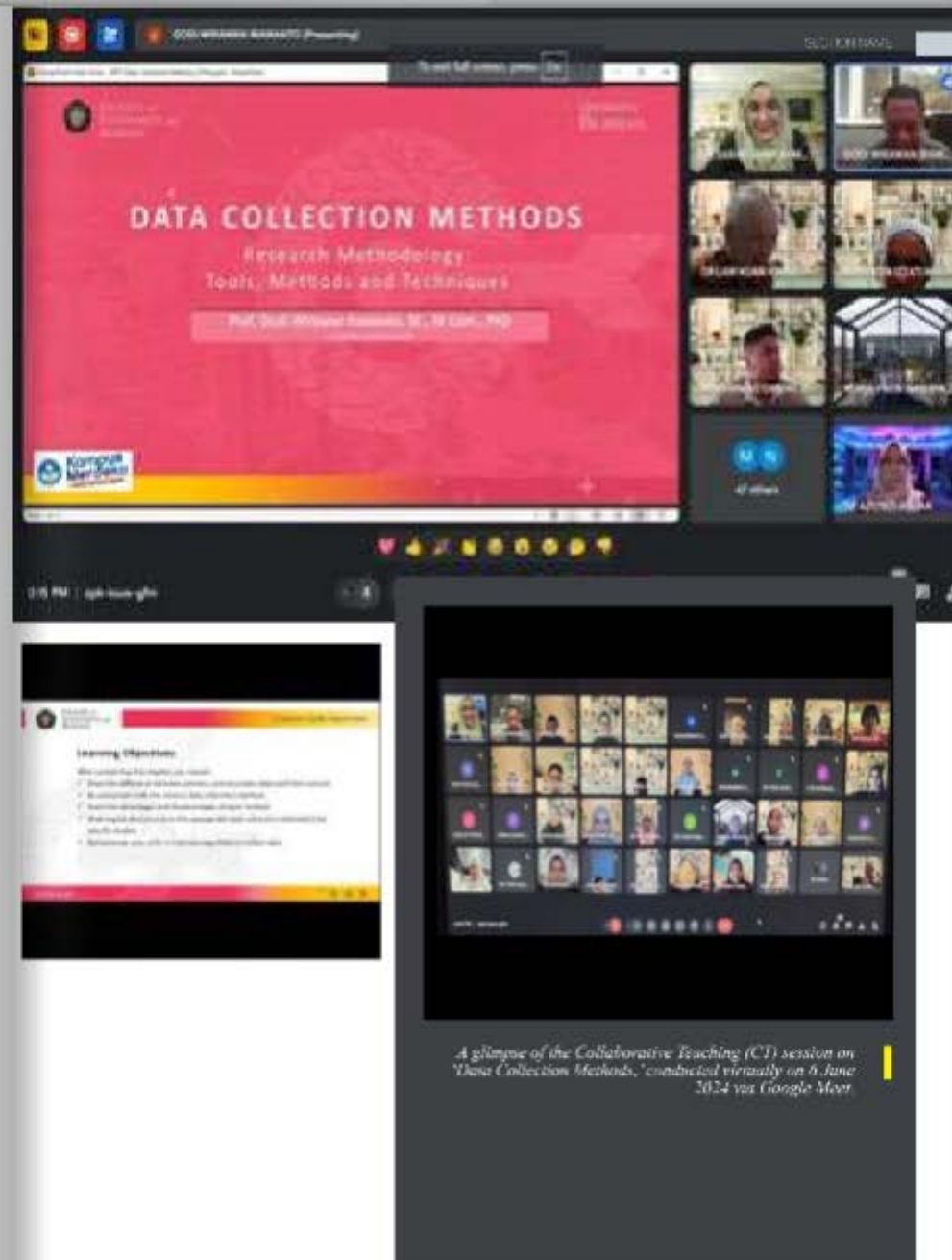


Poster for Collaborative Teaching (CT) Session: 'Data Collection Methods' featuring Prof. Dr. Dodi Wirawan from Brawijaya University and moderated by Dr. Sarah Sabir Ahmad. Organised by the Faculty of Business and Management, UiTM Kedah Branch, the session took place on 6 June 2024 via Google Meet.

schedule of the MGT648 course, the CT project covered key topics such as Research Problem Identification, Literature Review, Quantitative and Qualitative Data Analysis, and the Development of Theoretical Frameworks. The inclusion of expert-led sessions provided valuable depth to the curriculum, equipping students with practical research skills and preparing them to address real-world challenges.

The Collaborative Teaching initiative not only enhanced students' understanding of research methodologies but also nurtured critical skills such as teamwork, analytical thinking, and professional communication. By combining academic and industry perspectives, the program delivered an enriched learning experience that underscored the effectiveness of collaborative teaching. This program reflects UiTM Kedah's unwavering commitment to academic excellence, global collaboration, and innovation in education, preparing students to thrive in an ever-evolving professional landscape.

#UiTMKedah #CollaborativeTeaching #MGT648 #LeadershipInLearning #GlobalCollaboration



A glimpse of the Collaborative Teaching (CT) session on 'Data Collection Methods,' conducted virtually on 6 June 2024 via Google Meet.

FSR Shah Alam

Hosts Successful 14-Day International Sports Summer Program

The Faculty of Sport Science and Recreation (FSR), Shah Alam successfully concluded its 14-day international sports summer program with a grand farewell cultural night dinner on 30th June 2024. The program, which included 29 international students from Fakultas Ilmu Keolahragaan, Universitas Negeri Malang, Indonesia, was an immersive experience aimed at combining sports academic learning with practical outdoor activities.

The program featured diverse activities, including insightful lectures from 24 esteemed professionals in the field, engaging classroom sessions and hands-on outdoor recreation activities such as kayaking, tree climbing, and camping survival skills. Participants also enjoyed a visit to Bukit Jalil National Stadium and an excursion around Kuala Lumpur, providing a well-rounded exposure to Malaysia's rich cultural and sporting landscape.

The farewell cultural night dinner at Seroja Hall was a vibrant celebration highlighting the program's success and the participants' achievements. The evening featured a variety of performances, including musical performances by both countries and cultural presentations, showcasing the diverse backgrounds of the international students.



Dr. Cassandra Gilbert, Head of Programme, expressed immense pride in the participants and the collaborative efforts of the 43 volunteers who made the program a success. "This program was designed to offer a holistic experience, blending academic knowledge with practical skills and cultural exchange. The farewell cultural night was a testament to the friendship and understanding built over these two weeks," Dr. Cassandra stated.

The event was graced by the Director of International Affairs, Associate Professor Dr. Idaya Husna Mohd and faculty members, who praised the programme for its comprehensive approach to education and cultural exchange.

"This program has been a transformative experience for our students, both academically and personally. The cultural night was a beautiful celebration of the unity and diversity we witnessed over the past two weeks."

commented Assoc. Prof. Dr. Mohd. Raja Firhad Raja Azidin, Dean of the Faculty of Sport Science and Recreation.



Certificates of completion were awarded to all participants, and certificates of appreciation were awarded to all volunteers, acknowledging their dedication and hard work. The ceremony concluded with enthusiastic applause and a collective anticipation for the next edition of the program.

The 14-day FSR international sports summer program at UTM Shah Alam has set a high benchmark for future initiatives, promising continued excellence in fostering global understanding and sport academic growth.



UiTM and University of Toyama's International Online Exchange Project: A Journey of Knowledge and Collaboration

The International Online Exchange Project was launched in March 2021 and is still ongoing. It is a remarkable initiative aimed at enhancing students' knowledge and expertise in Sustainable Development and Data Science. This project brought together young minds from primary and middle schools in Malaysia and Toyama, Japan, under the auspices of the Faculty of Education, University of Toyama.

This collaboration between elementary schools in Malaysia and Toyama has grown into a vital educational exchange, supported by the Faculty of Education, University of Toyama, and the College of Engineering, UiTM Shah Alam. The primary objective is to elevate students' understanding of sustainable practices and data science applications in their respective educational contexts.

Over the span of three months, Assoc. Prof. Dr. Marfiah Ab. Wahid, advisor of the schools in Malaysia, was invited as a researcher and engaged in intensive research to identify and improve the current practices within the project. Her dedication to this

goal was exemplified by her involvement, her extensive experience in STEM and SDG-based learning in environmental engineering, and her crucial role in guiding the project's success. The University of Toyama demonstrated its commitment by providing her with substantial support, amounting to 300,000 Japanese Yen (approximately RM10,000), covering travel expenses and a portion of living costs in Toyama.

Key research collaborators, Prof. Hiroyuki Okazaki and Prof. Emeritus Dr. Yoshinori Naruse from the Graduate School of Teacher Training, University of Toyama, were instrumental in facilitating the project's smooth execution. Their expertise and guidance ensured that the collaborative learning among the students from Malaysia and Japan was both rigorous and impactful. This exchange project not only enhanced students' academic skills but also fostered a deeper cultural understanding and international cooperation. The collaborative

efforts of both institutions have set a precedent for future educational initiatives, highlighting the importance of global partnerships in addressing academic and environmental challenges.

This program stands as a testament to the power of collaborative learning and the shared commitment to sustainable development and technological advancement. Through this initiative, students have gained invaluable insights and experiences about global issues and sustainable actions.



In picture: Assoc. Prof. Dr. Marfiah Ab. Wahid and Prof. Shigeru Saito, President of the University of Toyama (Front), Prof. Hiroyuki Okazaki and Prof. Emeritus Dr. Yoshinori Naruse

From . Competition to Collaboration:

UiTM Kedah's Success at Anusandhan 2024

The Anusandhan 2024 V International Annual Research Competition on Emerging Trends in Research Management: Challenges and Opportunities was successfully held virtually on 22nd June 2024. This prestigious event brought together academic talents and thought leaders from around the globe, fostering a dynamic exchange of ideas and driving innovation in research management.

Among the distinguished participants were 16 exceptional representatives from Universiti Teknologi MARA (UiTM) Kedah Branch, comprising Doctor of Business Administration (DBA) and PhD students. Competing alongside participants from other renowned international institutions, the UiTM Kedah team demonstrated outstanding academic excellence and a strong commitment to research innovation.

Competition Highlights

The competition was meticulously organised into four distinct tracks, reflecting the diversity of emerging trends in research management:

- Track 1: Accounting and Finance
- Track 2: Human Resource Management and General Management
- Track 3: Marketing and Artificial Intelligence (AI)
- Track 4: Operations Management and Information Technology

UiTM Kedah participants delivered exceptional presentations, demonstrating their expertise, innovation, and ability to address complex research challenges. Notably, four participants from UiTM Kedah achieved the highest marks in their respective tracks and were honoured for their commendable performances:

- Track 1: Noor Asyimah Ramli (Doctor of Business Administration)
- Track 2: Suhaila Saad (Doctor of Business Administration)
- Track 3: Khairul Hidayat Rezo (Doctor of Business Administration)
- Track 4: Mohamas Shaufi Ishak (Doctor of Business Administration)

Heartiest congratulations to these remarkable individuals for their well-deserved achievements! Their success is a testament to UiTM Kedah's dedication to nurturing talent and fostering academic excellence.

Strengthening Global Collaboration

In a significant development, the virtual signing of a Memorandum of Understanding (MoU) between UiTM Kedah Branch and the Rukmini Devi Institute of Advanced Studies was successfully held on 1st August 2024. This MoU marks a pivotal step in strengthening collaboration between the two institutions, focusing on shared goals of advancing research, fostering academic exchange, and creating opportunities for joint initiatives.

The MoU aims to promote cross-border academic partnerships, enabling the sharing of knowledge, resources, and expertise. It underscores UiTM Kedah's commitment to building a global network that supports innovation, research excellence, and intellectual growth.

Looking Ahead

The achievements at Anusandhan 2024 and the establishment of a strategic partnership with Rukmini Devi Institute of Advanced Studies are milestones that reflect UiTM Kedah's relentless pursuit of excellence. These accomplishments pave the way for future collaborations, inspiring the university community to strive for global recognition.

UiTM Kedah extends its gratitude to the organizers of Anusandhan 2024 and looks forward to exploring new horizons of academic and research excellence in the years to come.

**#rmuuitmkedah #uitmkedah #GlobalPartnerships
#ResearchExcellence**

Anusandhan 2024
V International Annual Research Competition
"Emerging Trends in Research and Management: Challenges and Opportunities"

June 22, 2024 (Saturday) (Hybrid Mode)

Competition Themes:

- Accounting and Finance (only for 1 paper)
- Human Resource Management and General Management (only for 1 paper)
- Marketing (only for 1 paper)
- Operations Management and Information Technology (only for 1 paper)

Registration Fee:

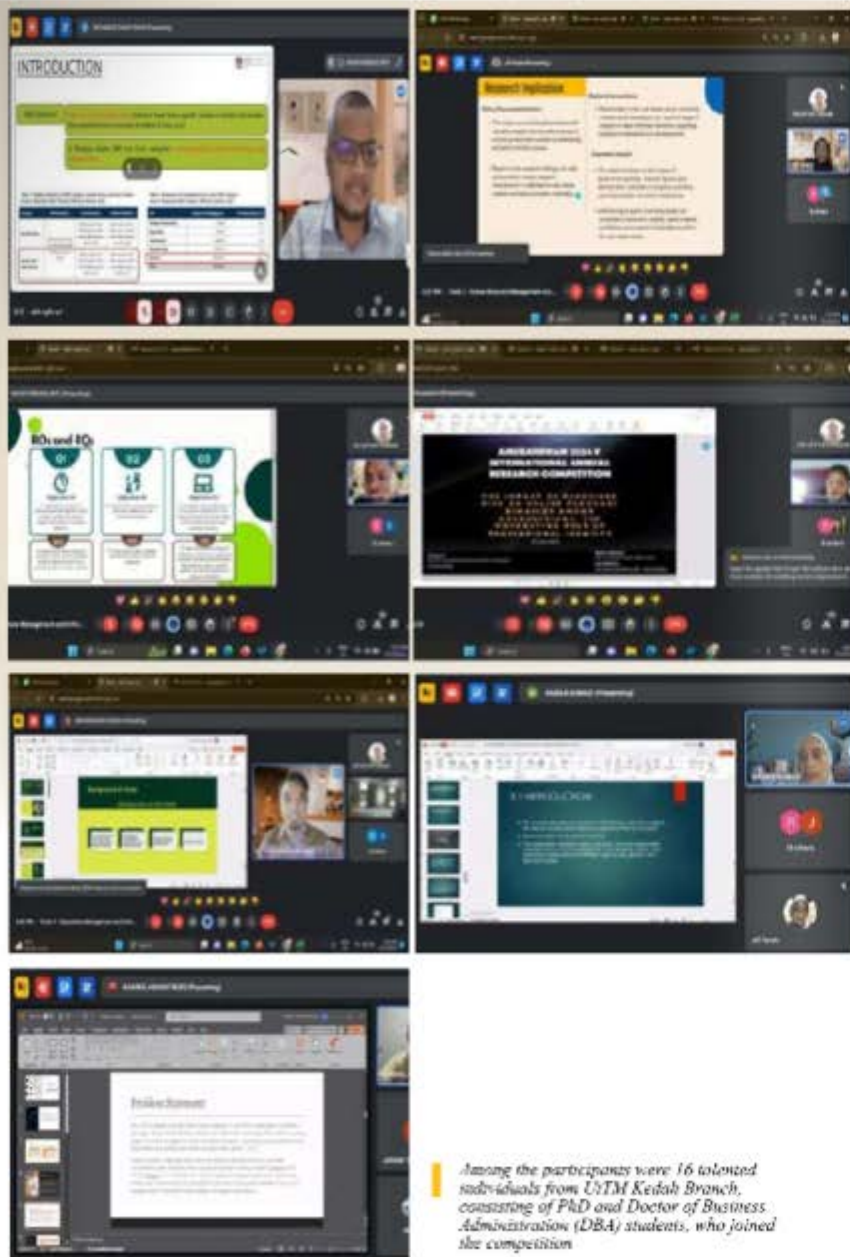
- Local: RM100.00
- Foreign: RM200.00

Last Date for Submission: June 5, 2024

Organizing Team:

Dr. Farah Binti Yusoff
Dr. Halimah Binti Yusoff

UiTM Kedah Branch proudly participates in the prestigious Anusandhan 2024 V International Annual Research Competition, showcasing global academic collaboration and excellence in research management.



Among the participants were 16 talented individuals from UiTM Kedah Branch, consisting of PhD and Doctor of Business Administration (DBA) students, who joined the competition

UiTM Kedah and Rukmini Devi Institute of Advanced Studies Officially Signed a Memorandum of Understanding (MoU) to Strengthen Academic Collaboration and Foster Global Partnerships. Event Held Virtually on 1st August 2024.



ERASMUS

“OVERCOMING THE DIGITAL DIVIDE IN EUROPE AND SOUTHEAST ASIA (ODDEA)” PROJECT



On 9 September 2024, Dr. Azlina Hanif, Senior Lecturer in Economics at Arshad Ayub Graduate Business School (AAGBS) and a member of the ERASMUS “Overcoming the Digital Divide in Europe and Southeast Asia (ODDEA)” project, along with Professor Dr. Anetta Čaplanová, Project Coordinator and Economics Professor at the University of Economics in Bratislava, held an engagement session with several faculty members from Széchenyi István University of Győr, in Győr, Hungary as part of the project’s research mobility program. During the session, the researchers provided a briefing on the four-year ODDEA project and introduced their respective universities and faculties. The aim was to spark interest in inter-university collaborations, including joint research initiatives, co-teaching opportunities, conference co-organization, as well as staff and student exchange programs.



AACSB PEER REVIEW TEAM (PRT) VISIT 2024



Arshad Ayub Graduate Business School (AAGBS) hosted the AACSB Peer Review Team (PRT) Visit 2024 from 13th October to 16th October as part of the School's journey towards obtaining the prestigious AACSB Accreditation. This final visit served as a crucial milestone in the School's continuous efforts to achieve academic excellence.

The AACSB Peer Review Team (PRT) consisted of Professor Ongsakul Viput from NIDA Business School, National Institute of Development Administration, Thailand, as the chairperson of the review committee. Professor Stephen Kelly of Massey Business School, Massey University, New Zealand and Professor Utomo Sarjono Putro of the School of Business and Management, Institut Teknologi Bandung, Indonesia served as the business members of the team.



AAGBS would like to express heartfelt appreciation to all participants, especially the Vice Chancellor, Deputy Vice Chancellor (Research), AAGBS Brand Ambassador, Advisory Board, Perpustakaan Tun Abdul Razak (PTAR) Undang-Undang, UiTM Perpustakaan UiTM, Institute of Quality and Knowledge Advancement (InQKA), AAGBS lecturers from the main and state campuses, staff, alumni and students for their contribution during these three-day visit.

AAGBS would like to kindly ask all AAGBS stakeholders, students, faculty members, and family to keep us in your thoughts and prayers for a positive outcome.



**Together, let's
make history!**



Adjunct Professor Program | Strengthening Smart Partnership between the Faculty of Education, UiTM and the Early Childhood Teacher Education Bachelor Program, Universiti Pendidikan Indonesia (UPI) Tasikmalaya, Indonesia

Assoc. Prof. Dr. Mohd Khairezan Rahmat
Deputy Dean (Research & Industrial Network) Faculty of Education, UiTM



Early Childhood Teacher Education Bachelor Program (S1 PGPAUD) Universiti Pendidikan Indonesia (UPI) Tasikmalaya Campus, Indonesia held an Adjunct Professor Program by presenting Associate Professor Dr. Mohd Khairezan Rahmat the senior lecturer and Deputy Dean of Research and Industrial Relations, Faculty of Education, Universiti Teknologi MARA (UiTM) Shah Alam, Malaysia. The program took place from 23 to 28 October 2024 with PGPAUD lecturers and undergraduate students, together with the Tasikmalaya City Education Office and invited early childhood teachers from all over Tasikmalaya City. Several activities were carried out in the Adjunct Professor Program such as Community and Community Service Projects, International Lecture Series, Public Lectures, Research Workshops with FGD Students, Manuscript Writing Clinics, and Impact Publishing Collaboration Sessions.

The Community Outreach Project was a Community Service activity aimed at PAUD Mitra teachers throughout the City of Tasikmalaya consisting of Kindergarten (TK) and Raudhatul Athfal (RA) teachers with the theme "Implementation of the Integration of Technology, Design, and Art: Building Collaborative Innovation in Education Early Childhood". The guest speaker for the Community and Community Service Project activity was Prof. Associate Dr. Mohd Khairezan Rahmat (UiTM) and Kendra Rodiyansah, S.Pd. (Head of PNFI GTK Pembangunan and Tasikmalaya City Education Primary School).

The International Lecture Series was a collaborative learning activity in the ICT Literacy and Early Learning Media course with the aim to provide the best practice in holding international cooperation classes to PGPAUD students, especially the 2nd semester, first year students who participated in this activity. The lecture was related to "Revolutionizing Digital Media for Early Childhood Education Teachers: Embracing the Future of Artificial Intelligence (AI)". The guest lecturer for the International Lecture Series was Associate Professor Dr. Mohd Khairezan Rahmat, Faculty of Education, UiTM.

The results of the FGD will be used as a basis for collaborative research and the preparation of more comprehensive research proposals with UiTM.



The Public Lecture on "Integrating Technology, Design and Art: Building Collaborative Innovation in Early Childhood Education" was presented by Associate Professor Dr. Mohd Khairezan Rahmat (UiTM), Aini Loita, M.Pd (UPI) and Fauziah Syarifatul Huriyah, M.Psi., Psychology (UPI). The aim of the lecture is introducing the concept and practice of integrating technology, design and art as an important element in creating something innovative. The participants consisted of early childhood teachers and PGPAUD students who attended offline and online.

This Research Workshop with FGD Students was a discussion session with lecturers that aimed to identify challenges and opportunities in the implementation of early childhood education in Indonesia and Malaysia. Following the FGD, the data collected was analyzed to identify key themes. The results of the analysis will be further input.

Manuscript Writing Clinic was a workshop and tutoring activity in writing scientific articles to support and guide semester 7 students and lecturers from PGPAUD Undergraduate Studies Program to compile and complete scientific manuscripts. This activity aimed to enable participants to produce quality manuscripts that are ready to be published in reputable journals. The material discussed included the structure of academic writing, journal selection strategies, how to formulate attractive abstracts and titles, as well as review steps based on input from journal editors and reviewers. In addition, participants also learned citation and reference management techniques to support manuscript quality.



Impact Publishing Collaboration Session was a collaboration between researchers, institutions and universities in creating and publishing scientific works together. The main goal of this joint publication was to take advantage of the expertise, resources and networks of various parties so that the research results are more comprehensive and have a wider impact and are of better quality. Some key results of the Joint Publication activities were high-quality scholarly publications, increasing the number and reputation of publications, as well as expanding the academic network and reputation.



At the end of the activity, the PGPAUD Undergraduate Studies Program lecturer team invited Associate Professor Dr. Mohd Khairizan Rahmat (UiTM) to visit several places including Tasikmalaya Regency Creative Hub and Naga Village. Head of PGPAUD Undergraduate Studies Program, Dr. Gilar Gandana, M.Pd., together with Associate Professor Dr. Mohd Khairizan Rahmat (UiTM) hope that this collaborative activity can have a sustainable impact on AUD lecturers, students and teachers.



ABEST21

INTERNATIONAL ACCREDITATION SEMINAR 2024

Arshad Ayub Graduate Business School (AAGBS) hosted the prestigious ABEST21 International Accreditation Seminar in 2024, with the theme "The Role of ABEST21 International Accreditation in Advancing Globalization of Management Education."

The seminar was held on Tuesday, 26th November 2024 at AAGBS, UiTM Shah Alam. Key highlights were the engaging sessions with experts from various parts of the world including Japan and Indonesia on insights into the transformative impact of the seminar on management education. The seminar also served as an avenue for networking among professionals championing international collaboration and academic excellence.





INTERNATIONAL ACADEMIC LECTURE SERIES

The International Academic Lecture series is a joint program organized by two institutions of higher learning in China, Guangzhou College of Technology and Business, Guangzhou and Shandong Jianzhu University, Jinan from 21 - 28 November 2024. Esteemed scholar Associate Professor Dr Kaarthiyan Supramaniam from the Faculty of Education, Univerisiti Teknologi MARA, was invited as the speaker at both institutions. She has twenty-four years of teaching experience at the tertiary level including postgraduate supervision and teacher training for English as Second Language. She is also the current chief editor of the Q1 Scopus-indexed Asian Journal of University Education.

The first lecture was delivered on 21 November 2024 from 2:30 P.M. to 4:30 P.M. at the main lecture hall of the School of Foreign Languages, Guangzhou College of Technology and Business. An audience of about two hundred teaching staff attended the lecture entitled Academic Research Writing. The lecture focused on aspects of academic research writing especially for publication purposes. This included insights into what journal editors looked for in manuscripts and why they were turned down. The Dean of the School of Foreign Languages, Gao Jinling, and organising manager, Shi Ziaotong's, feedback from the lecture showed that the teachers gained insights into how to approach academic discourse for writing articles in English from a foreign language context. The sharing session was useful, and they expressed interest in future collaborations with University Teknologi MARA in this forte.



The second lecture was delivered on 23 November 2024 from 9:00 A.M. to 10:00 A.M. at the postgraduate room to a group of ten postgraduate students for the School of Foreign Languages. The lecturer in charge Shi Ziaotong had arranged the session with the students who were submitting their research proposals for the master's course. Dr Kaarthiyainy Supramaniam shared some pointers on the dos and don'ts of research writing and prospects of publishing their findings.



The third lecture was delivered 25 November 2024 from 6:00 P.M. to 8:00 P.M. at the lecture hall of the School of Foreign Languages, Shandong Jianzhu University to undergraduates. The title of the lecture was Sociolinguistic Narratives from Multicultural Society which highlighted the Kopitiam as a case of point for sociohistorical and multiculturalism. There was positive feedback from the Chinese students who were from a monocultural background and had very little exposure to the multicultural realities of the outside world. Shared sociolinguistic features like da pau and pau surprised them while foreign ones like kopi ais peng, kueh and kaya were exciting. Narratives of the practices, people, history and culture of the food and beverages served in Kopitiam was an opportunity to share insights into the multicultural Malaysian way of life.

The final lecture titled Academic Research Discourse: The Nuts and Bolts for Publication was delivered on 27 November from 6:00 P.M. to 8:00 P.M. at the same lecture hall of the School of Foreign

Languages, Shandong Jianzhu University. The attendees were teaching staff and administrators. The lecture focused on aspects of academic research writing especially for publication purposes. They were very keen in learning how to write for international journals. The queries ranged from where to search for appropriate journals to publish and how to increase the opportunities for publishing. The context is that universities were now encouraged to publish outside of China although there is already a prolific publishing trend in the country.

The lecture series was not only an important platform to share knowledge with the academic communities, but also a window of opportunity into education practices at both the institutions in China.



INTERNATIONAL COMMUNITY SERVICE EVENT MANAGEMENT TRAINING FOR THE TULUNGREJO TOURISM VILLAGE COMMUNITY: BUILDING SUSTAINABLE TOURISM APPEAL

The Event Management Training for the Tulungrejo Tourism Village Community: Building Sustainable Tourism Appeal is an International Community Service (ICS) program that was a collaborative initiative between Universiti Teknologi MARA (UTM) Kedah, Malaysia, and Universitas Brawijaya, Indonesia.

The program took place at the Community Hall in Tulungrejo Village, Kota Batu, Malang, Indonesia on 19 November 2024. This ICS project is part of the Student Outbound 2024 program organized by the Faculty of Management and Business UiTM Kedah, held from 7 to 21 November 2024 at Universitas Brawijaya, Indonesia. The objectives of this event include:

1. **Skill Enhancement:** Equip the community with essential event planning and management skills.
2. **Sustainable Tourism:** Promote responsible tourism practices while preserving local heritage.
3. **University-Community Collaboration:** Foster partnerships between academic institutions and local communities for tourism development.

The program sought to equip the local community with event management skills to improve tourism attractiveness and promote sustainability. Tulungrejo Village, with its cultural richness and natural beauty, holds significant tourism potential. However, a lack of event management knowledge in the community posed a challenge to organizing high-quality, engaging events.

The training program was divided into two sessions. The first session, led by Puan Izura Ibrahim, focused on building a sustainable tourism appeal by emphasising the principles of environmental protection, resource management, and social equity. The second session, conducted by Puan Nurfaznim Shuib, was a practical workshop incorporating the activity "Terbang Jauh," which allowed participants to practice event planning, teamwork, and execution. These activities helped participants understand the significance of planning, logistics, risk management, and post-event evaluations in successful event organisation.

The program engaged 14 members of the Tulungrejo community, 30 students from Universitas Brawijaya and 13 from UiTM Kedah. The initiative received financial support of RM 2,000 from UiTM Kedah, promoting collaboration between the university and the community, while Universitas Brawijaya provided logistical assistance. The program's impact was profound, with participants reporting increased awareness of sustainable tourism principles and enhanced event management skills. Feedback was overwhelmingly positive, with over 80% of participants rating the speakers highly for their knowledge and engagement. Therefore, the following are the impacts of this programme:

Impacts on Community:

1. Improved technical skills in event management and sustainable tourism.
2. Practical experience in teamwork and resource management through activities like "Terbang Jauh."
3. Increased awareness of balancing tourism development with environmental and cultural preservation.

Overall Programme Impact:

1. All participants agreed that the programme provided useful insights for the future development of Tulungrejo village.
2. It laid a foundation for sustainable tourism practices and enhanced community involvement.

The venue for the International Community Service programme,
Community Hall, Desa Tulungrejo





In conclusion, the programme successfully empowered the Tulungrejo community to organize innovative, sustainable events, strengthening their tourism potential. It highlighted the importance of balancing economic growth with environmental and cultural preservation. Tulungrejo Village has the potential to become a future example of sustainable tourist development with sustained cooperation and community engagement.



Opening Ceremony of the programme

The programme begins with a welcome speech by San Kadiyanto, Head of the Department of Business and Hospitality.



Part of the community and the students will attend.

Session 1 led by Puan Izura Ibrahim

Building Sustainable Tourism Appeal.



Puan Izura Ibrahim is explaining to the community.

Session 2 led by Puan Nurfaiznim Shuib

Event Management Training (Terbang Jauh).

The participants were divided into groups consisting of students and community members.



Participants were tasked with creating two paper aeroplanes within the designated time.



The participants presented their assignments by launching the paper planes designed by the group.



Presentation session by group representatives.



Group evaluation activity.





Presentation of souvenirs to Puan Nurfaznin Shuib



Presentation of souvenirs to Puan Izwan Ibrahim



The presentation of souvenirs to representatives of Universitas Brwajaya

Psychiatry UiTM Global Engagement:

RDC Women Empowerment Conference 2024 at the 2nd Asia Pacific Regional Development Community Summit



The Department of Psychiatry, Faculty of Medicine UiTM, and Hospital Al-Sultan Abdullah (HASA) received the honor from Regional Development Community (RDC) Berhad, Pertubuhan IKRAM Malaysia (IKRAM), and the Pertubuhan Kesejahteraan Psikospiritual Malaysia (PKPM) to serve as a collaborative partner and coordinator of the scientific conference during the RDC Women Empowerment Conference 2024 at the 2nd Asia Pacific Regional Development Community Summit (RDC SUMMIT) under the theme 'Empowering the Community through Women's Mental Healthcare'. The event, held at the Ideal Convention Centre (IDCC), Shah Alam, on November 4, 2024, was attended by participants from Malaysia, Indonesia, Singapore and Brunei, including health professionals, NGOs, volunteers, researchers, and students.



Key activities during the conference included the presentation of papers on various topics related to mental health and women's empowerment, such as the relationship between mental health and religion or culture, the stigma surrounding mental health issues, and the role of NGOs and women in addressing mental health challenges. Participants also had the opportunity to engage in interactive sessions led by psychiatrists and clinical psychologists from the Department of Psychiatry on effective relaxation techniques. The

department members, Associate Professor Dr Salmi Razali, shared her insights on "Dealing with Stigma in Mental Health Issues", and Dr Nurul Azreen Hashim led the workshop on relaxation techniques with the audience.

An e-book titled "Initiatives & Projects for Women Advancement" was successfully launched during the conference. This e-book explores diverse aspects of women's mental health through research, real-life community projects, and practical solutions. It highlights the evolving understanding of women's mental health needs, focusing on empowering women to lead healthier, more fulfilling lives. Each section features evidence-based research, infographics, and summaries of community projects aimed at raising awareness and providing practical tools for managing mental health. The e-book also addresses critical issues like intimate partner violence and cyberbullying, shedding light on their hidden impact on women's psychological well-being. Furthermore, it emphasises the importance of building resilience and providing psychosocial support, particularly for women balancing multiple roles in healthcare and caregiving.





The conference concluded with an awards session recognizing outstanding research and projects in mental health and women's empowerment. Ms. Yuhani Ahmad, a PhD candidate, received the Sapphire Award for her study titled "Intimate Partner Violence and Cyberbullying in Malaysia: Exposing the Covert Abusive Behaviours in the Digital Era." Meanwhile, Dr Nasibah Azme was honoured with the Diamond Award for her research titled "Exploring Life Satisfaction among Midlife Career Women: A Thematic Review." Both researchers and their respective teams are from the Faculty of Medicine, Universiti Teknologi MARA.



Arshad Ayub Graduate Business School (AAGBS), UiTM

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



AAGBS Welcomes Cardiff University Delegates!



The faculty is thrilled to host esteemed delegates from Cardiff University, United Kingdom, at the Arshad Ayub Graduate Business School (AAGBS) after their visit at UiTM's Vice Chancellor's office. The delegates arrived for discussions and collaborations with faculties from UiTM. The faculties of UiTM involved were the Faculty of Business and Management, College of Creative Arts, Faculty of Law, Faculty of Computer Science and Mathematics, College of Engineering, and Arshad Ayub Graduate Business School. The discussion developed a sense of excitement as the potential joint activities would help shape the future of education and research.



Business Simulation Challenge Alert!

The School's MGT786 Global Business Strategy and MGT790 Strategic Management students took on an exciting business simulation challenge, where they managed a company through 8 intense rounds. From navigating financial hurdles and ESG requirements to conquering market dynamics, these future business leaders showcased their strategic prowess! The challenge was graced by the school's Visiting Professor, Professor Dr. Georg Hauer from University of Applied Sciences Stuttgart German, for guiding and monitoring the activities.



AAGBS Welcomes Cardiff University Delegates!



The school was excited to host 5 exchange students from HFT Stuttgart, Germany, here at Arshad Ayub Graduate Business School. This cultural and academic exchange was a fantastic opportunity for AAGBS' students and faculty to learn from each other and share knowledge across borders. The exchange students program aimed to build global connections that foster innovation and mutual growth.

Welcome to Malaysia!



AAGBS is proud to announce that the 4th AAGBS International Conference on Business Management (AiCoBM 2024) was successfully concluded!

A massive thank you to the School's strategic partners, Yamaguchi University and Cardiff University, and our collaborators, UiTM Perpustakaan Tun Abdul Razak (PTAR) and UiTM Press for their invaluable support. AAGBS would also like to express their gratitude to sponsors FWD Takaful Berhad and Maybank Islamic, for their continued generosity.

The conference was graced by the presence of Tan Sri Bashir Ahmad Abdul Majid, the Chairman of Mass Rapid Transit Corporation (MRT Corp), Malaysia, who delivered a powerful speech on "Navigating Uncertainty: Strategies for Thriving in the Dynamic Business Landscape." Professor Rick Delbridge, Professor of Organizational Analysis @ Cardiff Business School, UK, and Board Director of the Social Science Research Park (SPARK) also shared his keen insight on "Developing Collaboration and Innovation: The Case of

Social Science Research Park (SPARK)." Dato' Sri Dr. Hj Irmohizam Ibrahim, the Group Managing Director of World Trade Centre Kuala Lumpur and Board Director of the World Trade Centers Association (WTCA), concluded the conference with an inspiring keynote on "Best Strategies for Leading Through Uncertainty."

AAGBS would also like to thank the special delegates from Yamaguchi University, Chiang Mai University (School of Business), Institut Teknologi Bandung (School of Business & Management) and Tokyo University of Agriculture and Technology for making the conference a success.



AAGBS INTERNATIONAL CONFERENCE ON BUSINESS MANAGEMENT

(AICOBM 2024) - AiCoBM 2024: A Huge Success!



Arshad Ayub Graduate Business School

invited distinguished Professor Dr. Rick Deftridge from Cardiff Business School, the 'Qualitative Guru' himself, to lead an engaging Qualitative Research Workshop with AAGBS students. Held in the School's Smart Classroom, participants gained invaluable insights into qualitative research techniques and how they can be applied to business and social science studies.



**RESEARCH
SECONDMENT AT
SZÉCHENYI ISTVÁN
UNIVERSITY OF GYŐR,
AS PART OF
THE ERASMUS
PROJECT TITLED
"OVERCOMING THE
DIGITAL DIVIDE IN
EUROPE AND
SOUTHEAST ASIA."**





Dr. Azlina Hanif, a senior lecturer in Economics at Arshad Ayub Graduate Business School underwent a research secondment at Széchenyi István University of Győr, Hungary, as part of the ERASMUS project titled "Overcoming the Digital Divide in Europe and Southeast Asia." Over the course of one month, she contributed to the project's Work Package 3, focusing on a quantitative analysis of the role of institutions and market structure in shaping the growth impact of digital goods (ICT). Collaborating with the project research team at Széchenyi István University, Dr. Azlina's work aimed to provide valuable insights into how digital goods can drive growth across different regions, particularly through the lens of institutional frameworks and market dynamics.

This research collaboration was particularly beneficial, as it enhanced cross-regional learning and enabled the exchange of ideas and methodologies between Europe and Southeast Asia. By working alongside a diverse team of researchers, Dr. Azlina leveraged the expertise and perspectives of her European counterparts, increasing the overall impact of the project. Such collaboration not only contributed to a deeper understanding of digital development but also strengthened academic networks, ultimately helping to bridge the digital divide across continents.



WELCOME TO

CELEBRATING A DECADE OF COLLABORATION BETWEEN

UiTM - UNY - UPI THROUGH THE INTERNATIONAL SYMPOSIUM OF LANGUAGE & ARTS EDUCATION (ISOLA) 2024



The 5th International Symposium of Language & Arts Education (iSOLA) 2024 was successfully held at the Faculty of Languages, Arts and Culture, Yogyakarta State University, Indonesia. The launch ceremony was officiated by Dr. Hasnul Faizal Hushin Amri, Director of Malaysian Education in Indonesia, Malaysian Embassy in Jakarta.

The event was also attended by distinguished guests, Prof. Dr. Sharipah Ruzaina Syed Aris, Dean of the Faculty of Education UiTM; Prof. Dr. Nur Hidayanto, Dean of the Faculty of Languages, Arts and Culture, Yogyakarta State University (UNY); and Prof. Dr. Phil Yudi Sukmayadi, Dean of the Faculty of Arts and Design Education, Indonesian University of Education (UPI).

iSOLA 2024, themed "Cultural Locality and Global Creativity," aimed to celebrate cultural exploration and educational research in the fields of art, language, and culture from Malaysia and Indonesia. Faculty of Education, Universiti Teknologi MARA (UiTM), Yogyakarta State University (UNY), and the Indonesian University of Education (UPI) are co-organizers, with support from collaborative partners including University of Malaya, Sultan Idris Education University (UPSI), Universiti Malaysia Sarawak (UNIMAS), Malaysian Arts School, Selangor Arts Foundation, Shah Alam Gallery, and the Teacher Education Institute.

In conjunction with iSOLA's decade celebration, various interesting activities were arranged including academic symposiums, art talk workshops and forums, art and innovation exhibitions, education and cultural carnivals, and community

service programmes. The highlight of the event was the Signing Ceremony of various cooperation agreements, including Memorandums of Understanding (MoU), Memorandums of Agreement (MOA), and Letters of Intent (LoI) between UiTM and involved institutions, including SMK Negeri 5 Yogyakarta and Bima Bakti Yogyakarta Foundation for Islamic Boarding Schools and Orphanages. It is hoped that iSOLA 2024 can be fully utilized by all parties involved, thus contributing to the development of competent and skilled educational institutions in the fields of language, arts, and cultural education. This effort aligns with ASEAN's aspiration to enhance the sustainability of quality and competitiveness of education in the region to ensure the continuity of shared cultural heritage in the era of globalization.



UCS DUCS-SULAM



The semester 5 students from the Bachelor of Education Arts and Design, Faculty of Education, UiTM showcased their work in eco-print crafts alongside distinguished delegates from Universitas Pendidikan Indonesia (UPI), Indonesia through the UCS DUCS-SULAM program in selected schools.

This program connected classroom learning with real-world practice, benefiting the community with students' creativity, knowledge, and skills. At the same time, it promoted teamwork between students, teachers, and the global community.



GUEST LECTURES AND ARTIST TALKS IN CONJUNCTION WITH THE INTERNATIONAL SYMPOSIUM OF LANGUAGE AND ARTS EDUCATION (iSOLA) 2024,

INTERNATIONAL ACADEMIC AND CULTURAL EVENT SUCCESSFULLY HELD IN YOGYAKARTA

The Guest Lecture and Artist Lecture program, in conjunction with the 5th International Symposium of Language & Arts Education (iSOLA) 2024 was successfully held at the Faculty of Languages, Arts and Culture, Yogyakarta State University, Indonesia. This one-day event saw active participation from lecturers and students from Malaysia and Indonesia, with the presence of distinguished guests Prof. Dr. Sharifah Ruzaina Syed Aris, Dean of the Faculty of Education UTM; Prof. Dr. Musdi Shanat, Dean of the Faculty of Applied and Creative Arts, UNIMAS; and Associate Professor Dr. Hutkemri, Deputy Dean (Development), Faculty of Education, University of Malaya as presenters for the institutional papers.

Themed "Cultural Locality and Global Creativity: Researching Artistic Expression, Sustainability and Cultural Exploration through Technology and Pedagogy," the programme was divided into two main sessions. The morning Guest Lecture session encompassed four selected lecture rooms discussing sub-themes of Resilience and Reinvention (Pedagogy), Nurturing Identity and Togetherness (Culture), Building Pathways for Sharing and Engagement (Networks), and Creative and Speculative Thinking (Technology). Each guest lecturer was given 40 minutes to discuss the governance and management of arts, language, and cultural education, providing a platform for knowledge, skill, and experience sharing between lecturers, students, industry experts, and field specialists from both countries.



The afternoon session was filled with Guest Artist Workshops taking place in various studios at the Faculty of Languages, Arts and Culture, UNY. Interesting activities included the production of eco-prints and batik stamps or blocks from waste paper in the Batik Studio, integration of traditional and generative AI in Malaysian batik design at the Industrial Design Studio, and an angklung music art workshop at the Dance and Music Art Studio. The programme received an enthusiastic response from UNY students and participants from various institutions including the Faculty of Education UTM, UPI, UM, UPSI, UNIMAS, Malaysian Arts School, Selangor Arts Foundation, Shah Alam Gallery, and the Teacher Education Institute.





It is hoped that ISOLA2024 can celebrate the culture of exploration, appreciation, and research in language, arts, and cultural education from the two closely related countries. This programme emphasized the importance of mastering knowledge and skills in language and visual arts to understand the cultures of both countries more deeply. The experiences gained through these activities and programmes are believed to provide meaningful impact to academics, students, and participants of ISOLA 2024, further strengthening educational cooperation ties between Malaysia and Indonesia. With the participation of various institutions and universities, ISOLA 2024 has successfully become an important platform in advancing arts and language education in the region, while strengthening cultural relations between the two countries.





VISIT BY

FKIP UNIVERSITAS MAHASARASWATI DENPASAR



The Faculty of Education, UITM had the honor of welcoming the delegates from the Faculty of Teacher Training and Education (FKIP), Universitas Mahasaraswati Denpasar on date?. The delegation was led by Dr I. Komang Budiarta (Vice Rector), Prof. Dr. Drs. I Nyoman Suparsa (Dean), and Dr. I Gde Putu Agus Pramerta (Vice Dean), together with 41 lecturers and staff were warmly welcomed by Dr Hamimah Hashim (Deputy Dean of Academic Affairs) and Puan Zulfa Zainal Abidin (Assistant Registrar). The meeting between the two institutions aimed to foster collaborative opportunities and strengthen academic ties.

International Collaborative Teaching *between* Faculty of Business and Management

UiTM Negeri Sembilan, Kampus Rembau
and Universitas Hasyim
Asy'ari (UNHASY)
Jombang, Indonesia



Collaborative teaching brings about a wide range of social skills that traditional methods do not offer. Collaborative teaching provides opportunities for holistic education and assesses students in various ways. With the return to classrooms, the coming years offer an opportunity to reshape education more collaboratively and in a technologically driven way. Hence, a special interest group, EMLD (Entrepreneurship Management and Leadership Development) within the Faculty of Business and Management UiTM Negeri Sembilan, Kampus Rembau, took an initiative to conduct a collaborative teaching program among our partner universities.

This effort, which in some ways signifies a break from the internalization strategy as we know it, underscores the need for a renewed discussion on the fundamental values of international academic cooperation and charting a path in the global context of university diversity. The programmes involved different subjects:

**Principles of Entrepreneurship,
Fundamentals of Marketing and
Creative Thinking Skills.**

The era of task-based learning is slowly being replaced. Task-based learning allows students to complete a task after a unit. The basis of how much the student has understood is assessed from the task or project. This encourages a 'learn and move on' mentality.

In today's era, students require a well-rounded and purpose-driven education. Learning about a topic should not end with simply completing a project; it should extend further, allowing them to explore real-life situations. This approach enables students to bridge the gap between theoretical knowledge and practical application, gaining a deeper understanding of how text-based solutions can be applied in real-world contexts. Over 400 students actively participated in this online programme.

By encouraging active participation in scholarly activities like this, beyond the traditional coursework, an initiative that aims to foster a culture of quality learning at the grassroots level with a minimum cost is developed.

In collaborative teaching, the development of interpersonal skills is just as important as the learning part itself. Students reflect on why they are doing their work, allowing more clarity and insight. These very approaches develop problem-solving abilities. The collaborative teaching programme was conducted with UiTM's international university partner from Indonesia, **Universitas Hasyim Asy'ari** and involved a multi-national corporation partner, **Bank Syariah Indonesia**.



In the Faculty of Business and Management, collaborative teaching raises questions against the long-followed traditional system. Collaborative teaching involves role changes and closer communication between the lecturer and student. This is a factor that is rarely seen in conventional cases.

Collaborating to improve learner outcomes

This programme is a process of working together to achieve a common goal with international universities and industrial partners. In teaching, the common goal is always to have improved learner outcomes.

Teaching collaboration involves:

- debating, planning, and problem-solving together
- Inquiring together, using evidence and research to guide decision-making
- capitalising on each other's strengths and working with each other's weaknesses
- actively contributing to a respectful and supportive learning environment.



Shifting from “my learners” to “our learners”

Active collaboration requires a shift from managing the learning of a single group of learners to taking collective responsibility for the success and well-being of all learners. Innovative learning environments are transforming how lecturers teach, plan, and collaborate on their inquiries into education. Regardless of the teaching environment, effective collaboration requires a shift in mindset from “me” to “we” and from “my learners” to “our learners.” By facilitating such programmes, lecturers can engage in discussions about the mentoring, support, dialogue, and questioning that emerge from teaching in a shared space.

COLLABORATIVE GROUP:
Collaborative Teaching

MKT243: FUNDAMENTALS OF MARKETING: Overview of Marketing

**MONDAY
1 APRIL 2024
4 P.M. - 6 P.M.**

PLATFORM | ZOOM

SCAN HERE!

MOHAMMAD HAIDAR A.L.I. S. M., M.M.
MARKETING MANAGEMENT

SILIK SUDI KAHAYU NINGSIH, M.Pd.
MARKETING MANAGEMENT

Collaboration and inquiry

Collective inquiry is at the heart of teacher collaboration because it brings teachers together as learners, with the shared goal of improving learner outcomes. In professional learning communities, all teachers contribute as equals, seeking to understand and respond to what is happening for their learners. The focus is on problem-solving together, drawing on both research and student evidence to inform and evaluate changes to practice.

They comment on the importance of taking ownership over your teaching practice, examining its impact, and being open to making changes.

Key benefits include:

- a sense of “all being in it together”
- having a critical friend to support each other
- trying new things and getting feedback from students and colleagues on their impact
- being part of an ongoing process of reflection.

Benefits of active teacher collaboration

Contoh melihat Peluang, Berdasarkan potensi yang ada:

Melalui beberapa antrepreneur dapat pendekatan teknologi:

- Penerimaan teknologi
- Perubahan pola pikir
- Lingkungan yang mendukung
- Kemampuan personal
- Dukungan dari masyarakat

Hasil dari upaya tersebut adalah:

88% 32% 10% 10%

ARIZSHA, FAHY...

UNIVERSITI TEKNOLOGI MARA

CREATIVE AND CRITICAL THINKING (MGT315)

CREATIVE THINKING SKILLS

COLLABORATIVE TEACHING SESSION

JUMUAT, 6 APRIL 2024

3:00 PETANG - 5:00 PETANG

BERAKSES DALAM TALIAN APLIKASI ZOOM MEETING

MUKMINATUS ZUKRIYAH, M.PD

PENSIL FAKULTA UNIVERSITI (UTM) JOHOR

ANJURAN FAKULTA UTM CAWANGAN

Early Theories of Creativity

What is Creativity? Is the generation of new ideas or products.

Definition: It comes by originality.

Invention: A suggested or proposed innovation that has not yet been realized or implemented.

Originality: Creating something new, unique, and original.

Personality: Creativity is a state of mind which can be learned.

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Since the COVID pandemic, the Department of Psychiatry, Faculty of Medicine, UTM has been involved in an ongoing study on the mental health consequences of the COVID-19 outbreak collaborating with more than 140 centers globally. This study, titled "Worldwide Collaborative Study: Estimating the Effects of COVID-19 Outbreak on Mental Health (COMET-General and COMET-Students)", is a collaborative effort from more than 40 countries worldwide led by Professor Dr Kostas Fountoulakis from the Aristotle University of Thessaloniki, the largest university in Greece. Associate Professor Dr Salmi Razali is the lead researcher from Malaysia.

From year 2000 to 2024, the outcomes from these linkages are several indexed publications, international conferences and seminars related to mental illnesses (such as anxiety, depression, suicide), lifestyles (such as substance misuse, sleep pattern, exercise, diet and eating pattern, internet use and spirituality) as well as conspiracy theories related to the emergence of COVID-19.





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