

9th Edition - April 2021
e-Bulletin
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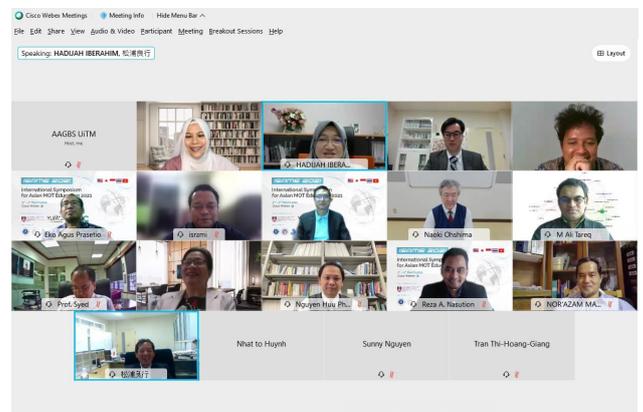
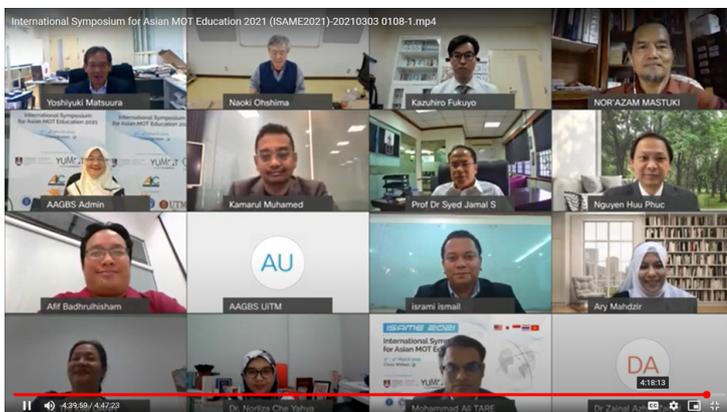


Arshad Ayub Graduate Business School has successfully hosted the online International Symposium for Asian Management of Technology Education (ISAME 2021) on 3rd and 4th March 2021. ISAME 2021 was jointly organised with Asia Innovation Center, Yamaguchi University, Japan. The theme of ISAME2021 is Digital Transformation towards Sustainable Development. The theme is timely as the pandemic has pushed us to transform our lives to the digital realm in almost every aspect.

The two-day symposium was divided into four sessions: open forum, symposium lecture, virtual visit, and meeting among AMC members. The first-day session recorded 299 participants from the Universiti Teknologi MARA (UiTM), Yamaguchi University, Universiti Teknologi Malaysia (UTM), Chiang Mai University, Da Nang University of Technology, Institut Teknologi Bandung and The University of Kelaniya.

In session one, Mr Mohd Redzuan Affandi Abdul Rahim, Digital Inclusion Unit, Malaysia Digital Economic Corporation (MDEC), and Dr Zainal Azhar Zainal Abidin, Instructional and Digital Learning Unit, Ministry of High Education (MOHE) presented in the Forum on Digital Transformation towards Sustainable Development in Malaysia. The second session was a discussion on the impact of Covid-19 on the MOT education and research of the Asia Management of Technology Consortium (AMC) members in Japan, Malaysia, Indonesia, Thailand and Vietnam. The third session offered the audience an experience of 360o virtual visit to the industry. Mr Kamarul Azman Mohamed, CEO of Aerodyne Group and Mr Afif Badhrulhisham, Head of Business Development, Singularity Aerotech Asia Sdn Bhd, shared their experiences and expertise in the technology developed by their companies. The final session on 4th March 2021 was a closed session among the AMC prominent members discussing research goals, progress and outcomes, and potential collaboration.

The symposium has successfully brought together government agencies, educators, researchers, and industry partners to discuss issues and challenges in digital transformation and opportunities in Malaysia, Japan, Thailand, Vietnam, Indonesia, and Sri Lanka. The event aimed to increase digitalisation awareness among the audience and provide a platform for new collaboration among members and partners.





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