

The EkoBiz

Newsletter

Vol 1 2021



UNIMAS

UNIVERSITI MALAYSIA SARAWAK
ECONOMICS AND BUSINESS

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25

1996 - 2021
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Dean's Message

I would like to welcome everybody to the latest edition of FEB's EkoBiz.

We are still living in uncertain times. Thanks to the COVID-19 pandemic, the only certainty is uncertainty. The COVID-19 pandemic is still raging, with no end in sight. We are now back in a situation not too different from what we had experienced in March 2020, albeit the situation in terms of new positive and active cases is grimmer than in 2020.

Once again, I am giving you this advice: We have to follow the health guidelines, protocols and SOPs with great care and concern. We have no choice but to follow these guidelines to ensure the health system in the country remains optimal. This is the new normal. And now, I urge you to register yourselves to be vaccinated. We must do our part to help the government to flatten the curve and enable life to go back to normal; and vaccination to enable herd immunity is a vital component to that regard.

Amid all this, that activities in this Faculty have not stopped. We adapt to this new normal and move on. We adapt to the best of our ability in pursuing our activities. We continue with our work. In this regard, many things and events have happened. This year we are celebrating out the 25th anniversary of the Silver Jubilee. This marks the important journey of FEB from January 1996 to today. The objective of the 25th Anniversary Silver Jubilee is to celebrate the achievements of the faculty, academic and administrative staff as well as stakeholders for their continued support to FEB for 25 years. FEB plays a significant role towards producing future holistic graduates. FEB acts as the basis for the advancement of contemporary business and economic knowledge and an excellent platform for graduates with interpersonal skills in Accounting, Economics, Finance, Management and Marketing. The launching ceremony of the 25th Anniversary Silver Jubilee was held on 18th February 2021 in conjunction with Amanat Naib Canselor 2021 with the theme of UNIMAS as a Global Brand. In line with the university aspiration to reach greater height at the global level, FEB has revised its vision and mission as below:



I hope you will enjoy reading the articles in this edition.

Please contact the contributors to the articles should you find the topics to be interesting. Who knows, your effort to know more can lead to future collaborations. Here in this faculty, we encourage our staff to collaborate not only amongst themselves, but also to outside of the faculty within the broader UNIMAS community and even beyond. Through these collaborations our activities we would achieve greater levels of excellence.

The EkoBiz is made possible by the efforts of many Faculty staffs. Therefore, I would like to thank all contributors to this bulletin especially to the Chief Editor, Miss Joanne Shaza Janang and the Editorial team, Miss Nur Nadhira Baharuddin, Dr Sin Kit Yeng, Dr Nur Constance Wah and Mr Ahmad Syubaili Mohamed as well as Dr Khairil Annuar Mohd Kamal.

May we all be in good health and in good spirits to take whatever challenges the future has in store for us.



AP Dr Rossazana Ab Rahim
Dean



From Chief Editor's Desk

Salam Sejahtera and warm greetings to our readers. It is my pleasure as the Editorial-In-Chief of EkoBiz Newsletter and thank you for giving me the opportunity to serve in this manner. I hope everyone is in good health despite of the current pandemic situation that we are facing now. Indeed, it is the new norm where most meetings and social gatherings are conducted virtually online in order to minimise the spread of the virus. However, our faculty has been very productive and engaging with our students as well as other stakeholders despite the challenges faced during this pandemic.

In this issue, there were many interesting and enthralling activities that the faculty has successfully conducted. Furthermore, this issue is a special issue as the faculty celebrated the 25th Silver Jubilee Celebration. Throughout the 25 years, the faculty has been blessed with numerous achievements and has been blooming exhaustively as UNIMAS Global Brand.

I would like to take this opportunity to thank our Editorial Board members, faculty members and contributors in making this issue a success. This issue would not be possible without your continuous support and encouragement. Last but not least, I hope that this year would be a better year for everyone. Stay safe, stay at home, and take care.

Enjoy reading!

Joanne Shaza Janang

Editorial Board



Joanne Shaza Janang



Dr. Nur Constance Wah



Dr. Sin Kit Yeng



Nur Nadhira Baharuddin



Ahmad Syubaili Mohamed

25TH SILVER JUBILEE CELEBRATION



This year marks a special year for our faculty as we celebrate the 25th Silver Jubilee. It has been a memorable as well as an incredible 25 years and the faculty has achieved tremendous recognition and awards throughout these years. Looking back at those memories, our faculty has been blessed with such supportive support system. We would like to thank everyone in making this 25 years a special one.

As we move on and journey into 2021, the 25th Silver Jubilee celebration was celebrated joyfully despite the pandemic situation that we are all facing now. There were numerous activities, plans and engagements that were scheduled to celebrate this joyous, exuberant, and merry celebration.



Our Story

Since 1996, the Faculty has grown bigger in human resources. As of now, there are 62 academicians & researchers, with 15 supporting staffs to strengthen the Faculty's core business and services. Without these people, the Faculty could not achieve all the incredible achievements as of today.



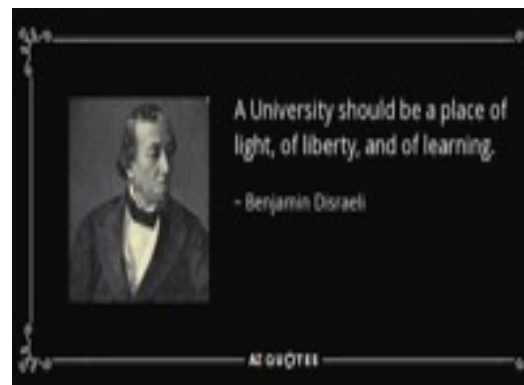
Our Vision

Towards regional economics, business and entrepreneurship scholarship.



Our Mission

To offer scholarship of choice to both students and academics in the field of economics, business, and entrepreneurship through excellence in teaching, learning, research, and consultation strategies.



Our Graduation Story

The faculty had 23 students back in 1996 with two undergraduate programmes. Fast forward to 2021, the faculty had 7,689 alumni from seven undergraduate programmes and 4 post graduate programmes. It was amazing that FEB has come this far since 1996, producing quality and marketable graduates.



Our Programmes

Undergraduate Programmes

- Bachelor of Economics with Honours (Service Economics)
- Bachelor of Economics with Honours (Business Economics)
- Bachelor of Economics with Honours (International Economics)
- Bachelor of Accountancy (Honours)
- Bachelor of Finance (Honours)
- Bachelor of Business Administration with Honours (Marketing)
- Bachelor of Business Administration with Honours (Corporate Management)

Postgraduate Programmes

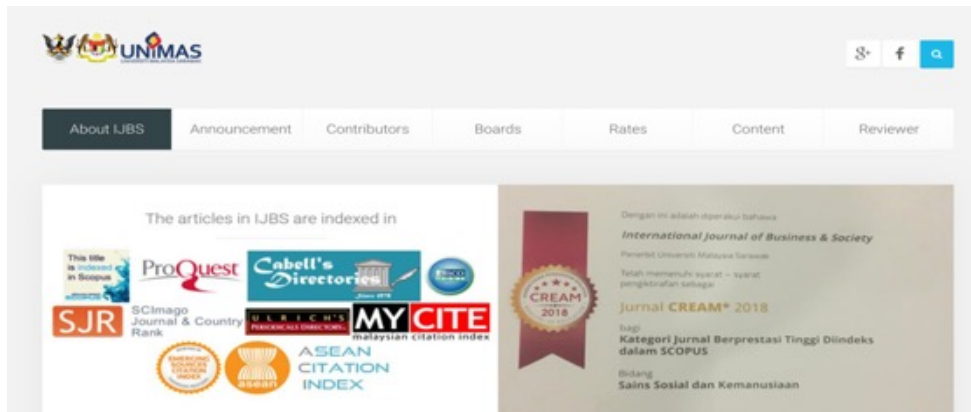
- Doctor of Business Administration (DBA)
- Corporate Master of Business Administration (CMBA)
- Doctor of Philosophy Degree (PhD)
- Master of Science Degree (MSc)



Our Achievements

Throughout these years, FEB have achieved numerous awards and recognition. These awards and recognitions motivated our faculty to strive better in the future to be in par with other universities around the globe.

- International Journal of Business and Society



- THE World University Rankings (601 in the world for Business & Economics)



- Malaysian Qualification Agency (MQA) Accreditation

Our programmes were accredited with MQA which is important to ensure our programmes are qualified and recognised.

- Recognition of Accounting Professional Bodies



Launching of 25th Silver Jubilee Ceremony



The launching of the 25th Silver Jubilee ceremony was officiated by our very own Vice-Chancellor of Universiti Malaysia Sarawak, Professor Datuk Dr Mohamad Kadim bin Suaidi on 18 February 2021 during the Amanat Naib Canselor. The launching was also attended by our Dean, Associate Professor Dr Rossazana Bt Ab Rahim and staffs of FEB. It was a memorable event to be remembered by FEB staffs and students as it was celebrated virtually and broadcasted live across social media platforms such as Facebook and Webex. Due to the Pandemic, the 25th Jubilee Celebration was celebrated virtually to minimise the spread of the Covid-19 virus. Nevertheless, it was a successful event and marks a prestigious celebration that FEB will forever cherish.















FEB Memory Lane: Beautiful Memories with FEB

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FEB:
Memory Lane

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"FEB: Our light on our blinded, darkest days."
Courtesy of Arghashinni, Service Economics (Batch 19/20)

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FEB:
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"Precious time spent with my family"
Courtesy of Christine Teoh Kah Shu, Finance (Batch 18/19)

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FEB: Memory Lane



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"Just sat for our last exam paper on our last semester of our degree in FEB - and the start of our exciting journey of life after university!"

Courtesy of Nikk Adam, Business Admin - Tourism (Batch 05/06)

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FEB: Memory Lane



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"We didn't realize we were making memories; we just knew we were having fun"

Courtesy of Ratna binti Jeffrey, Marketing (Batch 14/15)

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FEB:

Memory Lane

I cannot forget the moment when all my family members, PERFEP members gather in a small room, having discussing or debating over some kind of random topic that is needed to be decided for an event. I love that we can just share opinions and argue over some small matter until the point we get frustrated with each other. Because we know in the end, we eventually are stuck with each other, and letting the frustration go is the only way to be happy in that small community. I miss the calling from our 'mommies', which are Dr. Azirah, Dr. Jane, and Mdm Esmie. I miss getting excited just to see what is Dr. Jane wearing that day, or what Mdm Esmie is frustrated over, or what Dr. Azirah is going to deny on the little details of our plannings. I miss how we could just be with each other, laugh at each other, smile or laugh until it's time to go back and be afraid of who is going to be the one to switch off the light. I miss having those gathering parties or potluck dinners for meetings. I miss being all anxious for some events and getting our asses to work off for it. I miss us. 🥰 🥰 🥰

CHRISTINE TEOH KAH SHU
Finance Batch 2018/2019



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ig @feponimas
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I am so glad that FEB is still trying to engage with all the alumni. To all the lecturers and non-academic staff that I have come across at FEB, thank you so much for providing me with all the knowledge and moral support. You have helped me to become the person I am today. You guys are amazing.



Adrian Wong
Industrial Economics (Batch: 12/15)

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"I'm hoping that everyone is doing well. Stay safe and stay healthy guys! 😊😊😊"


Ratna binti Jeffry
Marketing Batch 2014/2015

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"I would like to thank all the lecturers and supporting staffs of FEB. I wish everyone, including all FEB alumni and students, all the best, always be happy and awesome, and keep up the fighting spirit! Hwaiting!"


Nikk Adam bin Abdullah Kipalli
Business Admin - Tourism (Batch 05/06)

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WELCOME ON BOARD AND CONGRATULATIONS PROF DATO DR MADELINE BERMA

The faculty welcomes Prof Dato Dr Madeline Berma as our faculty's *Profesor Kehormat*. Our faculty is blessed to have such dedicated and humble Professor as part of our faculty member. We believe that with Prof Dato Dr Madeline Berma's experience and expertise, our faculty will bloom and shine as Unimas Global Brand.



BEST WISHES AND WE WILL MISS YOU

The faculty would like to take the opportunity to convey our best wishes to Dr Rayenda Khresna Brahmana and Dr Ahmad Ibn Ibrahimy for their contribution and dedication throughout the years of service. The faculty will miss their valuable contributions as a great mentor and inspiration to many. We are proud to have been a friend and colleague to such achiever who worked hard and tirelessly to deliver excellent results for the faculty. Although their leaving made us sad, the sweet memories of ever working with you will be remembered always. We will miss you and pray that your future endeavours will be blessed by the Almighty.



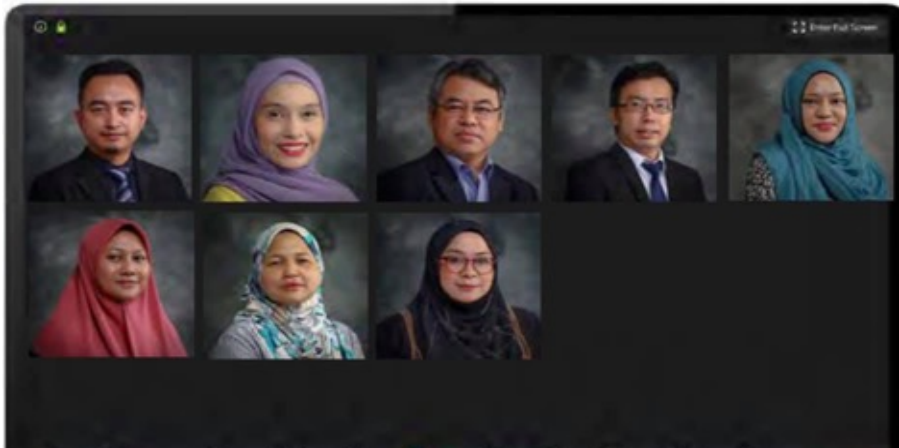


CONGRATULATIONS TO OUR FEB STAFFS

Majlis Anugerah Gemilang Unimas

Congratulations and well done! May your success inspired other staffs to strive better in the future. Thank you for your dedication and hard work!

Anugerah Perkhidmatan Cemerlang FAKULTI EKONOMI DAN PERNIAGAAN





ANUGERAH KUMULATIF TERTINGGI PENERBITAN DALAM JURNAL BERIMPAK (BIDANG SAINS SOSIAL/SASTERA)



Ting Su Hie (Prof Madya Dr)
Shahren bin Ahmad Zaidi Aduce (Profesor Dr)
Abang Azlan bin Mohamad (Dr)



ANUGERAH AHLI AKADEMIK HARAPAN UNIMAS



Rosita binti Hamdan (Dr)



Times Higher Education (THE) 601 in the World for Business and Economics

The Faculty of Economics and Business, UNIMAS has been awarded the THE 601 in the World for Business and Economics. Congratulations!



Administrative Appointments

Congratulations to Dr Nor Afiza, Dr Rosita and Madam Nordiana Ahmad on your appointment as Course Coordinators.



UNIMAS Apprentice Appointment and Deputy Dean of Students Affairs & Alumni Appointment

Heartiest Congratulations to Dr Norazirah Haji Ayob on the recent appointment as Director of UNIMAS Apprentice and Dr Janifer Anak Lunyai on the recent appointment of the faculty's Deputy Dean of Student Affairs. We believe that with your commitment and determination would contribute the UNIMAS's vision and mission. Congratulations!



Pengurniaan Darjah Yang Amat Mulia Bintang Sarawak (PBS)

Congratulations to Prof Dr Lo May Chiun upon receiving the honour of Pengurniaan Darjah Yang Amat Mulia Bintang Sarawak (PBS). On behalf of the EkoBiz team and the faculty, we would like to convey our outmost congratulations to Prof Dr Lo May Chiun. Congratulations!



Corporate Master in Business Administration Coordinator Appointment

Congratulations to Professor Madya Dr Liew Khim Sen on your appointment as the Coordinator of CMBA Programme.

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Congratulations

PROFESOR MADYA DR. LIEW KHIM SEN
atas pelantikan sebagai
PENYELARAS PROGRAM CMBA
di Fakulti Ekonomi dan Perniagaan
bagi tempoh dua (2) tahun
berkuatkuasa mulai
01 Februari 2021 hingga 31 Januari 2023
daripada
Fakulti Ekonomi dan Perniagaan

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TEGUH BERSAMA

Appointment as Profesor Kehormat

Congratulations to Profesor Dr Abu Hassan Bin Md Isa on your appointment as the Faculty's *Profesor Kehormat*.

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Tahniah

PROFESOR DR. ABU HASSAN BIN MD ISA

atas perantikan sebagai
PROFESOR KEHORMAT
di **Fakulti Ekonomi dan Perniagaan**
untuk tempoh **dua (2) tahun**
berkuat kuasa
4 Januari 2021 hingga 3 Januari 2023

daripada
Fakulti Ekonomi dan Perniagaan

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TEGUH BERSAMA

CONGRATULATIONS TO OUR ALUMNI



Heartiest congratulations to Pn Firna Azura Eka Marzuka on her recent appointment as Pengarah Eksekutif Komuniti Lada Antarabangsa. She was our alumni majoring in Corporate Management and Marketing. The faculty would like to take this opportunity to extend our warmest congratulations.

Heartiest congratulations to Encik Abdul Aziz bin Rosli on his recent appointment as Ketua Bank Rakyat Wilayah Sarawak. He was our alumni majoring in International Economics. The faculty would like to take this opportunity to extend our warmest congratulations.





Heartiest congratulations to Encik Muhammad Fauzan bin Mohd on his recent appointment as Pengarah Lembaga Perindustrian Nanas Malaysia, Negeri Pahang. He was our alumni majoring Marketing. The faculty would like to take this opportunity to extend our warmest congratulations.

Heartiest congratulations to Dr Eliza Fazliyaton Alias on her recent appointment as Ketua Pegawai Eksekutif YS International Education Sdn Bhd. She was our alumni majoring in Management, CMBA, Economics and International Business. The faculty would like to take this opportunity to extend our warmest congratulations.





Heartiest congratulations to Tn Abdul Rahman Emang Anyie on his recent appointment as Pengarah Jabatan Pengangkutan Jalan Kedah. He was our alumni majoring in Industrial Economics. The faculty would like to take this opportunity to extend our warmest congratulations.

Heartiest congratulations to Tuan Mokhzani Aris Bin Mohd on his recent appointment as Pengarah Wilayah, Perbadanan Produktiviti Malaysia (MPC), Sabah. He was our alumni majoring in International Economics. The faculty would like to take this opportunity to extend our warmest congratulations.



FACULTY IN THE NEWS

Our Faculty of Economics and Business academicians are experts in the field of research and study. They are continuously called on by various media platforms to apply their expertise and knowledge to what is trending in the world today. Below are the articles where you can review some of our #FEBExperts in the news.

Local News

Faculty celebrates silver jubilee

By Nazmi Suhaimi - February 18, 2021



Sulong (third right) and Kadim (fifth left) officiate at the launch of the FEB Unimas silver jubilee celebration.

Full article: https://www.newsarawaktribune.com.my/faculty-celebrates-silver-jubilee/?fbclid=IwAR2XtsaXj6BQ2SYzRcNCpsUCC3K_16LIFT3bRwkbiu5ymQPQMSn7lunYn0Q

Check your emergency fund before investing in gold

By News Desk - March 16, 2021



Dr. Riyemba Khresna Brahmana

Full article: <https://www.newsarawaktribune.com.my/check-your-emergency-fund-before-investing-in-gold/?fbclid=IwAR2GIICkF7b3E3305JWafbGrIkEI6Fvk9d2EkY4hBnGwIRMX0Uh-HcOalil>



Source: <https://www.youtube.com/watch?v=WstHr3Bdc0k>



Source: www.tvstv.my

Professor Dato Dr Madeline Berma

Tumpu pertumbuhan ekonomi makro



Kerajaan disaran mempergiat aktiviti ekonomi melalui pelaksanaan semula projek-projek mega yang mempunyai kesan rantaian kepada ekonomi. - GAMBAR HIASAN

Full article: <https://www.utusan.com.my/ekonomi/2021/05/tumpu-pertumbuhan-ekonomi-makro/>

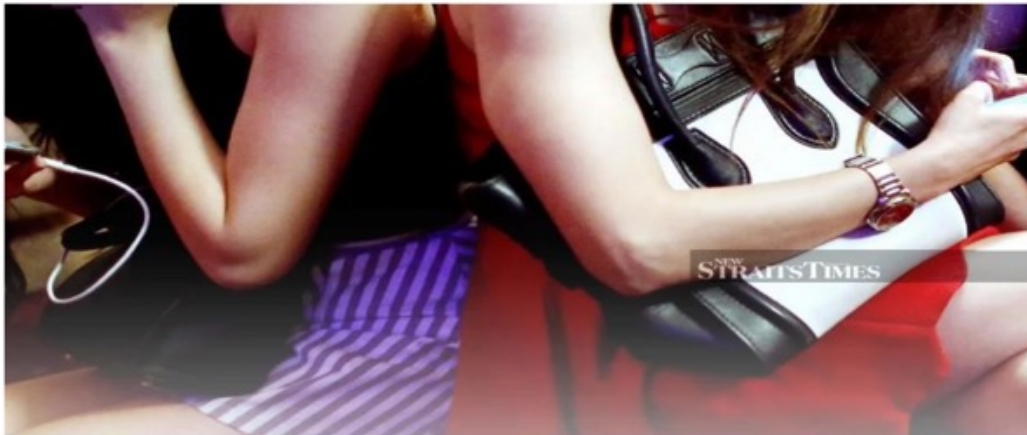


Datuk Dr Madeline Berma

Full article: <https://www.nst.com.my/news/nation/2021/03/671660/economy-recover-third-quarter>

Sex work is not work, it's oppression

By Nur Fariyah Meor Mazli - April 4, 2021 @ 4:23pm



The reality is that 'sex work' is not work like 'any other job'. - NSTP file pic, for illustration purposes only

ON March 27, 2021, Dr Madeline Berma upon invitation from Pertubuhan Kesihatan dan Kebajikan Umum Malaysia (PKKUM) delivered a talk on her capacity as Commissioner of SUHAKAM and made a statement online which detailed her paper on the 'Human Rights of Sex Workers in Malaysia'.

Full article: <https://www.nst.com.my/opinion/columnists/2021/04/679583/sex-work-not-work-its-oppression>

Umavathi Ramayah
Mei 14, 2021 07:52 MYT



Dr Madeline Berma berkata, pada PKP 1.0, negara mengalami kerugian sehingga RM24 bilion sehari.
- Astro AWANI

Full article: <https://www.astroawani.com/berita-bisnes/pkp-30-perlu-dilihat-dari-sudut-positif-imbangi-ekonomi-kesihatan-pakar-ekonomi-297931>

Madeline Berma: BKSS 5.0 lanjutan dari BKSS 4.0, tiada pendekatan baharu

Jan 21, 2021 @ 18:29



Dr Madeline Berma

Full article: <https://dayakdaily.com/madeline-berma-bkss-5-0-lanjutan-dari-bkss-4-0-tiada-pendekatan-baharu/>



Kesan COVID-19 | Kumpulan B40 kini jadi B50

Full article: <https://www.astroawani.com/video-malaysia/kesan-covid19-kumpulan-b40-kini-jadi-b50-1896435>



Ekonomi negara dijangka pulih pada suku ketiga - Pakar

Full article: <https://www.astroawani.com/video-malaysia/ekonomi-negara-dijangka-pulih-pada-suku-ketiga-pakar-1893377>



Agenda AWANI: Setahun Malaysia Prihatin - Ekonomi & kesejahteraan rakyat

Full article: <https://www.astroawani.com/video-malaysia/agenda-awani-setahun-malaysia-prihatin-ekonomi-kesejahteraan-rakyat-1893252>



Ekonomi | Kebajikan rakyat dan mengukuhkan ekonomi keutamaan kerajaan

Datuk Dr Madeline Berma, Penganalisis Ekonomi

Full article: <https://www.astroawani.com/video-malaysia/ekonomi-kebajikan-rakyat-dan-mengukuhkan-ekonomi-keutamaan-kerajaan-1892884>

Vaksin COVID-19 jalan terbaik rancak ekonomi

Bernama
Februari 26, 2021 04:50 MYT



Meskipun negara telah mempunyai vaksin, apa yang penting adalah rakyat harus kekal mengamalkan SOP dan menjaga diri bagi membantu mengekang penularan. - Gambar fail

Full article: <https://www.astroawani.com/berita-malaysia/vaksin-covid19-jalan-terbaik-rancak-ekonomi-284820>



Niaga AWANI: Pemulihan ekonomi | Fokus kepada sektor rentas, sektor penting

Datuk Dr Madeline Berma, Felo Akademi Sains Malaysia

Full article: <https://www.astroawani.com/video-bisnes/niaga-awani-pemulihan-ekonomi-fokus-kepada-sektor-rentas-sektor-penting-1892047>

Ketibaan vaksin: Ekonomi negara dijangka pulih bermula pertengahan tahun - Pakar

Bernama
Februari 22, 2021 04:06 MYT



Sektor pelancongan dan eksport negara adalah sektor yang banyak terkesan disebabkan penutupan sempadan negara sejak pelaksanaan PKP, kata Madeline. - Gambar hiasan

Full article: <https://www.astroawani.com/video-bisnes/niaga-awani-pemulihan-ekonomi-fokus-kepada-sektor-rentas-sektor-penting-1892047>



Who are the new poor in Malaysia?

Full article: <https://www.astroawani.com/video-malaysia/who-are-new-poor-malaysia-1890965>



Miskin Bandar | Wujudkan dana bantu ibu tunggal

Dana khas perlu diwujudkan bagi membantu golongan ibu tunggal mendepani cabaran COVID-19 khususnya dalam aspek ekonomi. Langkah ini jelas pakar ekonomi, Datuk Dr Madeline Berma, mampu mengurangkan bebanan yang terpaksa ditanggung mereka yang tergolong dalam miskin bandar.

Full article: <https://www.astroawani.com/video-malaysia/miskin-bandar-wujudkan-dana-bantu-ibu-tunggal-1889012>



Bantuan Rakyat | Penyebaran maklumat perlu diperluaskan

Full article: <https://www.astroawani.com/video-malaysia/bantuan-rakyat-penyebaran-maklumat-perlu-diperluaskan-1889009>

Dr Hamrila Abdul Latip



VISI: Episod 13 - Datu Sabariah Putit, Timbalan Setiausaha Kerajaan Negeri

Source: <https://www.youtube.com/watch?v=vFOOgxCnpJc>

Dr Hamrila Abdul Latip on Suara Sarawak

Cabaran getir pelajar tercicir

Dr AILA LATIF

500,000 dalam masa dua tahun sahaja (2020-2022) mungkin jumlah besar yang tercicir sahaja apabila berbanding dengan jumlah 100,000 yang ditamatkan pada 2021. Jumlah 500,000 pelajar yang ditamatkan pada 2021 yang ditamatkan mungkin akan meningkat kepada 500,000 pelajar yang ditamatkan pada 2022. Jumlah 500,000 pelajar yang ditamatkan pada 2021 yang ditamatkan mungkin akan meningkat kepada 500,000 pelajar yang ditamatkan pada 2022.

500,000 dalam masa dua tahun sahaja (2020-2022) mungkin jumlah besar yang tercicir sahaja apabila berbanding dengan jumlah 100,000 yang ditamatkan pada 2021. Jumlah 500,000 pelajar yang ditamatkan pada 2021 yang ditamatkan mungkin akan meningkat kepada 500,000 pelajar yang ditamatkan pada 2022.

Source: Suara Sarawak Newspaper, 18 Mac 2021

Perang kembali sengit

Dr AILA LATIF

perang kembali sengit, kerana situasi di sempadan Johor-Selangor semakin ketegangan. Laporan-laporan mengenai pergerakan tentera di sempadan tersebut semakin meningkat. Situasi ini semakin memuncak dan menimbulkan kekecewaan di kalangan rakyat.

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Source: Suara Sarawak Newspaper, 22 April 2021

8 PEMIKIRAN KRANIS | 11 Februari 2021 | 29 Jumaatlahir 1442H

Semai budaya sistematik dalam kehidupan harian



DR AILA LATIF
AJARAH

Setiap hari, kita melakukan perkara-perkara yang sama. Contohnya, bangun tidur, mandi, bersuci, sarung, berpakaian, dan sebagainya. Semua perkara ini dilakukan dengan cara yang sama. Inilah yang disebut sebagai budaya sistematik.

Budaya sistematik adalah budaya yang dilakukan dengan cara yang sama, teratur, dan konsisten. Budaya ini penting untuk membentuk karakter dan disiplin diri. Budaya sistematik juga dapat meningkatkan produktivitas dan efisiensi.

Budaya sistematik dapat diterapkan dalam kehidupan sehari-hari. Contohnya, bangun tidur pada waktu yang sama, mandi dan bersuci dengan teratur, bersarung dan berpakaian dengan rapi, dan sebagainya. Budaya sistematik juga dapat diterapkan dalam pekerjaan dan pembelajaran.

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Source: Suara Sarawak Newspaper, 11 February 2021

8 PEMIKIRAN KRANIS | 6 Mei 2021 | 24 Ramadan 1442H

Realiti kerja dalam talian



DR AILA LATIF
AJARAH

SERONGKA kali pandemik Covid-19 telah melanda. Realiti di seluruh dunia telah berubah. Kita kini berada dalam era digital yang semakin maju. Kita kini berada dalam era digital yang semakin maju. Kita kini berada dalam era digital yang semakin maju.

Kita kini berada dalam era digital yang semakin maju. Kita kini berada dalam era digital yang semakin maju. Kita kini berada dalam era digital yang semakin maju. Kita kini berada dalam era digital yang semakin maju.

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Source: Suara Sarawak Newspaper, 6 May 2021



Menyumbang Perspektif Kalendar



Dr. Aila Latif

Menyumbang kepada kalendar ini adalah satu kehormatan yang amat berharga. Sebagai seorang yang berkecimpung dalam dunia korporat, saya percaya bahawa setiap individu mempunyai potensi untuk berjaya. Namun, kejayaan itu tidak akan datang dengan mudah. Ia memerlukan keyakinan diri yang kukuh dan keberanian untuk menonjolkan diri. Dalam dunia yang semakin kompetitif ini, kita perlu berani untuk menunjukkan kelebihan kita dan tidak takut untuk gagal. Gagal adalah sebahagian daripada proses belajar. Kita perlu berani untuk mengambil risiko dan keluar dari zona selesa kita. Hanya dengan keyakinan diri yang kukuh, kita boleh mencapai impian kita dan menjadikan kita sebagai individu yang berkesan dalam dunia korporat.

berikut adalah beberapa tips untuk meningkatkan keyakinan diri anda:

1. Kenalpastikan kekuatan anda. Setiap individu mempunyai kelebihan dan kelemahan. Fokuslah pada kekuatan anda dan gunakan itu untuk mencapai kejayaan.

2. Tetapkan matlamat yang realistik. Jangan menetapkan matlamat yang terlalu tinggi atau terlalu rendah. Tetapkan matlamat yang realistik dan boleh dicapai.

3. Ambil tindakan. Jangan menunggu-nunggu. Ambil tindakan segera untuk mencapai matlamat anda.

4. Belajarlah dari kegagalan. Jangan takut untuk gagal. Belajarlah dari kegagalan anda dan gunakan itu sebagai peluang untuk berkembang.

5. Dapatkan sokongan. Dapatkan sokongan dari orang-orang yang dipercayai dan gunakan itu untuk meningkatkan keyakinan diri anda.

6. Berlatihlah. Berlatihlah untuk menghadapi situasi yang mencabar dan gunakan itu untuk meningkatkan keyakinan diri anda.

7. Berpikirlah positif. Berpikirlah positif tentang diri anda dan tentang masa depan anda.

8. Berlatihlah untuk berhadapan dengan tekanan. Berlatihlah untuk berhadapan dengan tekanan dan gunakan itu untuk meningkatkan keyakinan diri anda.

9. Berlatihlah untuk berhadapan dengan perubahan. Berlatihlah untuk berhadapan dengan perubahan dan gunakan itu untuk meningkatkan keyakinan diri anda.

10. Berlatihlah untuk berhadapan dengan ketidakpastian. Berlatihlah untuk berhadapan dengan ketidakpastian dan gunakan itu untuk meningkatkan keyakinan diri anda.

Source: Suara Sarawak Newspaper, 4 Mac 2021



Source: Suara Sarawak Newspaper, 4 February 2021



Source: Suara Sarawak Newspaper, 18 February 2021

Dr Nur Zaimah Ubaidillah

Revision on minimum wage long overdue

By Sarah Hafizah Chandra - May 5, 2021



Image for illustration purposes.

Full article: <https://www.newsarawaktribune.com.my/revision-on-minimum-wage-long-overdue/>

Associate Professor Dr Dayang Affizzah Awang Marikan

Sarawak - Focus On Basic Infrastructure, Access To Funds

Author: Tan KW | Publish date: Wed, 27 Jan 2021, 3:17 PM



Full article: https://klse.i3investor.com/blogs/bfm_podcast/2021-01-27-story-h1540183965-Sarawak_Focus_On_Basic_Infrastructure_Access_To_Funds.jsp

PAKEJ BKSS 5.0: Hadiah untuk rakyat

Drahman Baharun | January 28, 2021



Full article: <https://suarasarawak.my/pakej-bkss-5-0-hadiah-untuk-rakyat/>

Associate Professor Dr Muhammad Abdullah bin Zaidel

Herd immunity: Vaccinations needed for all aged 18 and above in Sarawak

POSTED ON FEBRUARY 25, 2021, THURSDAY AT 12:08 AM

NEWS, SARAWAK

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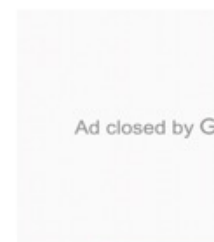
Full article: <https://www.theborneopost.com/2021/02/25/herd-immunity-vaccinations-needed-for-all-aged-18-and-above-in-sarawak/>

Imperative for Sarawak to hit 100pc vaccination coverage for those above 18 to achieve herd immunity, says Dr Sim

Wednesday, 24 Feb 2021 04:01 PM MYT



Dr Sim (bottom right) speaking during the webinar. — Borneo Post Online pic



IN MALAYSIA

JUST IN POPULAR

54 minutes ago
Covid-19: New cluster involving parking company detected in

Full article: <https://www.malaymail.com/news/malaysia/2021/02/24/imperative-for-sarawak-to-hit-100pc-vaccination-coverage-for-those-above-18/1952470>

INDUSTRY ENGAGEMENT & FEB CARE: COMMUNITY ENGAGEMENT

On 5th May 2021, the faculty had engaged an international virtual sharing session with speakers from Phuket Rajabhat University, Thailand and Sebelas Maret University, Indonesia. The fruitful sharing session was on Education Challenges and Opportunities During The Pandemic. Dr Mahani, our very own Deputy Dean (Undergraduate) also shared her thoughts and opinion with the current situation. It was indeed an engaging session and a fruitful session.

INTERNATIONAL SHARING SESSION
TOPIC: EDUCATION CHALLENGES AND OPPORTUNITIES DURING THE PANDEMIC

DATE : 5th MAY 2021 (WEDNESDAY)
 TIME : 02.00 PM
 PLATFORM : WEBEX

Meeting number : 158 026 5748
 Password: ISS6789

MODERATOR:
DR DAMIEN LEE IUNG YAU
 SENIOR LECTURER
 FACULTY OF ECONOMICS AND BUSINESS,
 UNIVERSITI MALAYSIA SARAWAK

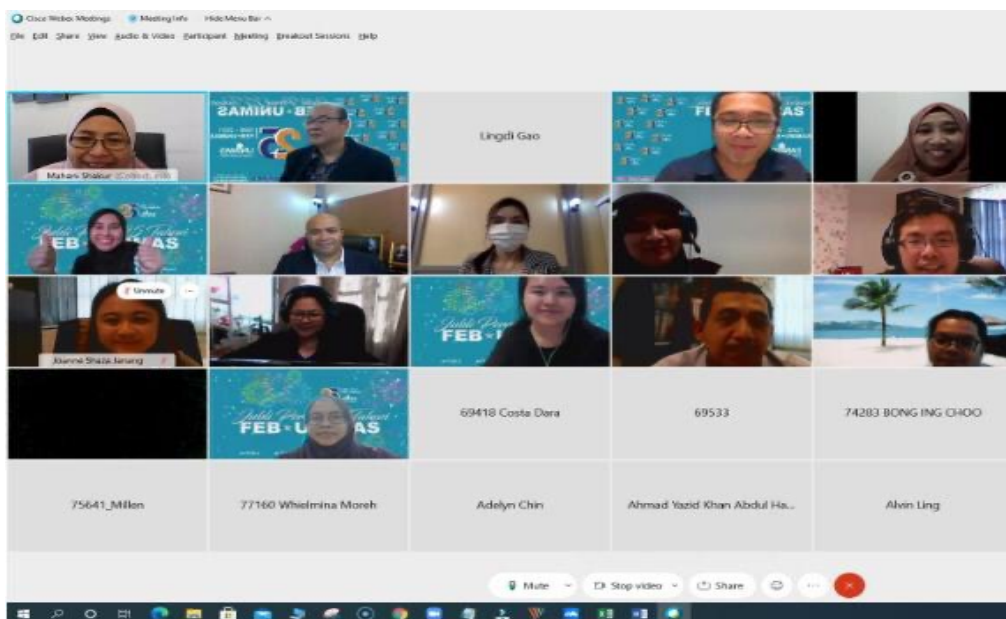
SPEAKER 1:
ASST. PROF. DR. HIRAN PRASARNKARN
 PRESIDENT
 PHUKET RAJABHAT UNIVERSITY, THAILAND

SPEAKER 2:
DR MAHANI BINTI MOHAMMAD ABDU SHAKUR
 DEPUTY DEAN (UNDERGRADUATE)
 FACULTY OF ECONOMICS AND BUSINESS
 UNIVERSITI MALAYSIA SARAWAK

SPEAKER 3:
ASSOCIATE PROFESSOR DR Y. ANNI ARYANI
 FACULTY OF ECONOMICS AND BUSINESS
 SEBELAS MARET UNIVERSITY, INDONESIA

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The faculty has also engaged a sharing session with World Bank on topic “Malaysia Economic Monitor: Sowing the Seeds”. Invited speakers were Ms. Shakira Teh Sharifuddin and Dr Animesh Shrivastava. The fruitful session was moderated by our Deputy Dean (Industry & Community Engagement), Dr Jerome Kueh.

25 | 1998 - 2021
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ECONOMICS AND BUSINESS

WORLD BANK GROUP
Inclusive Growth & Sustainable Finance
Hub in Malaysia

WORLD BANK SHARING SESSION

MALAYSIA ECONOMIC MONITOR: "SOWING THE SEEDS"

DATE : 14 APRIL 2021 (WEDNESDAY)
TIME : 10.00AM
PLATFORM : webex

Scan here

Meeting link : <https://unimas.webex.com/unimas/joinMTD=mb292c3264f0e4f2b4960ca0056a>
Meeting number : 158 771 2001
Password : WBSS21

Speaker 1:
Ms. Shakira Teh Sharifuddin
(based in Kuala Lumpur)
Senior Economist, World Bank Group

Speaker 2:
Dr. Animesh Shrivastava
(based in Washington DC)
Lead Agriculture Economist,
World Bank Group

Moderator:
Dr Jerome Kueh
Deputy Dean (Industry & Community Engagement)
Faculty of Economics & Business
Universiti Malaysia Sarawak (UNIMAS)

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TEGUH BERSAMA

FEB CARES: COMMUNITY ENGAGEMENT

Universiti Malaysia Sarawak (UNIMAS) with UNESCO-IHP Malaysia together with agency partners have been collaborating since 2015 to implement educational campaigns and programs, as well as youth leadership water camps to raise awareness about sustainable water for communities in Sarawak. Director of Unimas Leadership Centre and also one of our FEB lecturer, Associate Professor Dr Rohaya and her team at Unimas Leadership Centre have been committed in playing their active role in raising awareness about sustainable water for sustainable communities of Sarawak and Sabah. Sustainable Development Goal 6 (or SDG6), which is one of 17 Sustainable Development Goals, aims to ensure availability and sustainable management of water and sanitation for all.



Pictures taken with the community of Singai, Bau Sarawak.

There has been numerous community engagement work and collaboration activities that Associate Professor Dr Rohaya and her team has conducted to ensure that the communities well-being are well taken care of. In 2018, an awareness program has been conducted at Kampung Buntal, Santubong and Borneo Tribal Village, Kampung Apar Singai. These awareness programs focused on imparting knowledge about the importance of protecting and conserving water resources, including effective ways in managing water sources, as well as information about water and health. With the involvement of UNIMAS volunteer students, mini carnival with community was successfully done with these two communities.



Pictures taken with the community at Kampung Buntal, Santubong, Sarawak.

Community Visit to Kampung Lubuk Kura

In 2019, our faculty along with Unimas Community Sustainability Centre has visited the community in Kampung Lubuk Kura. This visit was led by Mr Haslan Otot, who was the Deputy Director of Unimas Community Sustainability Centre and also one of our FEB lecturer. The purpose of this visit was to engaged with the community and to provide necessary assistance in assisting the community in commercializing the production as well as the sale of Gula Apong. This visit was also attended by our faculty's Deputy Dean (Industry and Community Engagement), Dr Jerome Kueh and Miss Joanne Shaza (Coordinator of Community Engagement Unit).



The team lead by Mr Haslan at Kampung Lubuk Kura

During the visit, the team was briefed on the process of *Gula Apong* production. The community of Kampung Lubuk Kura also shared on the types of food and cuisine that they have made with the *Gula Apong*.











ADMINISTRATIVE NEWS

Chinese New Year Celebration

Despite the pandemic situation that we are facing now, our faculty always make time to celebrate festive celebration together and of course, adhering to strict SOP. In February 2021, the faculty members gathered in a simple Chinese New Year celebration with delicious food and Yee Sang. According to the Chinese culture, Yee Sang known as a 'prosperity toss' (also called 'yu sheng' in Chinese, or 'lo hei' in Cantonese) is a salad usually enjoyed during Chinese New Year festivities which is a symbol of abundance, prosperity, and vigor, and usually consists of a variety of colourful ingredients including fresh vegetables, fruits, crackers, and usually raw fish. Everyone enjoyed the Yee Sang session.





Program Kita Aktif Kita Sihat 2021 anjuran Fakulti Ekonomi dan Perniagaan - Brisk Walk, Aerobic and Cycling

The faculty organised a program named “Program Aktif Sihat 2021” as part of the University’s initiative to encourage staffs in engaging in a healthier lifestyle. In conjunction to this program, numerous activities were conducted such as brisk walk, aerobic, and cycling with the aim of encouraging an active lifestyle among faculty’s members. Both academic and administrative staffs took part in this programme.

“Physical fitness is the first requisite of happiness.” – Joseph Pilates









Program Agihan Bubur Lambuk

The Ramadhan celebration this year was slightly different and is rather unique as berbuka puasa session with friends and families are restricted to minimise the spread of Covid-19 virus. However, the faculty will always make plans to make this year's Ramadhan a memorable one. Therefore, on 7th May 2021 (25th Ramadhan, 1442), Program Agihan Bubur Lambuk was organised where the signature bubur lambuk were distributed to our beloved staffs and students. The faculty members also took the opportunity to connect with our dear students who are currently in campus to carry out their Online Learning.



07 MEI 2021
 bersamaan
25 RAMADAN 1442H

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 UNIVERSITI MALAYSIA SARAWAK
 ECONOMICS AND BUSINESS

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**FAKULTI EKONOMI DAN PERNIAGAAN
 & UNIMAS APPRENTICE**


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Tazkirah Ramadhan

In conjunction with the Muslim’s Holy Month, Ramadhan, the faculty conducted a series of virtual religious talk on every Friday of the month. With the support and collaboration from various prominent institutions and scholar, four different topics were selected to match with and ignite the spirit of Ramadhan. The close kinship between the Muslim staff were maintained through this lively knowledge-sharing session. It is in hope that this series will be a continuous event for the faculty.



UNIMAS 25

TAZKIRAH RAMADHAN

"RAMADHAN HADIAH DARI ALLAH"

Tarikh : 16 April 2021
(Jumaat)

Masa : 9.30 pagi

Tempat : Platform ZOOM

Penceramah : Ustaz Abdullah Bukhari bin Abdul Rahim

Imbas Kod QR

Join Zoom Meeting
<https://unimas-my.zoom.us/j/94883074324>
Meeting ID: 948 8307 4324
Passcode: 683068

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UNIMAS 25

TAZKIRAH RAMADAN

"MENUJU KE ARAH PERSONALITI MITHALI"

TARIKH : 23 APRIL 2021 (JUMAAT)
BERSAMAAN 11 RAMADAN 1442H

MASA : 9.30 PAGI

TEMPAT : PLATFORM ZOOM

PENCERAMAH : USTAZAH ROGAYAH BINTI CHEK
(JABATAN AGAMA ISLAM SARAWAK)

IMBAS KOD QR

Join Zoom Meeting
<https://unimas-my.zoom.us/j/94883074324>
Meeting ID: 932 5851 2992
Passcode: 439764

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UNIMAS 25

TAZKIRAH RAMADAN

"ALLAH MEMELIHARA SEGALANYA"

PENCERAMAH : HAJI ARIFFIN HAJI SEBLI
PENOLONG PENGURUS DAKWAH HIKMAH

TARIKH : 30 APRIL 2021 (JUMAAT)
BERSAMAAN 18 RAMADAN 1442H

MASA : 08.30 PAGI

TEMPAT : PLATFORM ZOOM

IMBAS KOD QR

Join Zoom Meeting
<https://unimas-my.zoom.us/j/93838423720>
Meeting ID: 938 3842 3720
Passcode: 034353

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UNIMAS 25

TAZKIRAH RAMADAN

"BULAN AL-QURAN"

PENCERAMAH : VENNY RIKARIANTY ST.MM

TARIKH : 07 MEI 2021 (JUMAAT)
BERSAMAAN 25 RAMADAN 1442H

MASA : 9.30 PAGI

TEMPAT : PLATFORM ZOOM

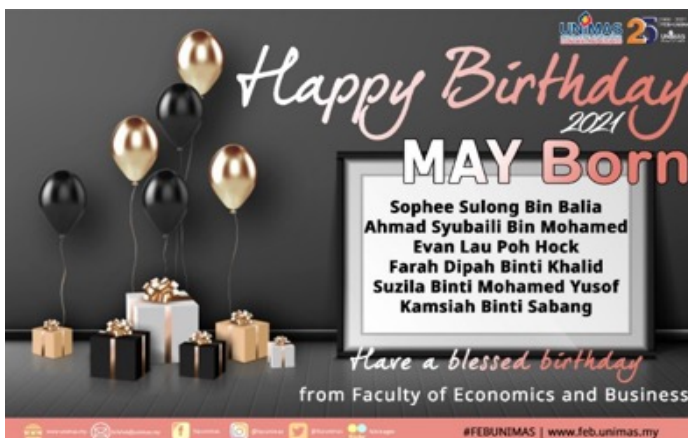
IMBAS KOD QR

Join Zoom Meeting
<https://unimas-my.zoom.us/j/94782238882>
Meeting ID: 947 8223 8882
Passcode: 626080

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Birthday Celebration

Even though there is a restriction on social gathering thus eliminate the possibility of a typical birthday celebration, the faculty take the initiative to celebrate the born date of its member virtually. Each month, staff who celebrated their birthdays will be acknowledged through a special post and poster. This small effort hopefully will bring joy and happiness to the person on their special day.



Faculty Open Day

A sharing session by the Dean and the Deputy Dean of Students Affairs & Alumni kick start the Faculty Open Day session for FEB. This event was conducted virtually through Zoom and Official Facebook Live on 30th April 2021. The main objective of this session is to introduce and promote the programs offered by FEB together with sharing the uniqueness and privileges of becoming a FEBians with the prospective students. This event managed to gather a crowd from all over Malaysia especially among the current students who joined to give support to their dearest faculty. This surely reflects the spirit of “Teguh Bersama” practiced by FEB as we work together to promote and advertise the faculty.

UNIMAS
UNIVERSITI MALAYSIA SARAWAK

Faculty Open Day

Faculty of Economics and Business

30 April 2021 | 10.00am

Your Sustainable Future Starts Here

QR Code

LIVE
Live at UNIMAS Official Facebook

#UNIMASOfficial
#UniquelyUNIMAS
#UNIMASGlobal
#UNIMASOpenDay

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UNIVERSITI MALAYSIA SARAWAK

Introduction to Undergraduate Academic Programmes

Faculty of Economics and Business

- Service Economics
- Accountancy
- Business Economics
- Finance
- International Economics
- Marketing
- Corporate Management

Interaction with Faculty Members

PM Dr. Rossazana Ab Rahim
Dean
Faculty of Economics & Business

Dr Janifer anak Lunyai
Deputy Dean
(Student Affairs & Alumni)

QR Code

LIVE
Live at UNIMAS Official Facebook

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#UNIMASOpenDay

UNDERGRADUATE NEWS

PERSATUAN MAHASISWA FAKULTI EKONOMI DAN PERNIAGAAN (PERFEP)

Introverts Advice in Networking

On 24th March 2021, Renuprasad Karnan from PERFEP has organized the talk where he invited Prof. Madya Dr Sopian bin Bujang from Faculty of Cognitive Sciences and Human Development to share his expertise in networking especially to those who are hard to communicate or try to express themselves to people or introverts. As today, many youths are hardly to get place in organizations as their lack of skills and poor in approaching society. The event flow is going really well, as lot of participants are mostly from introverts' group. As the talks goes on, receiving inquiries from participants stating their concern about on how to improve themselves, really make this programme more benefit for them and happy to see this kind of reaction. Introverts Advice in Networking had to increase the registration limit as lot of people love to join this, from limit of 100 people at first.

UNIMAS **perfep** **25**

INTROVERTS ADVICE IN NETWORKING

Date & Time:
24th March 2021 (Wednesday)
04:00pm - 05:30pm

Platform:
Zoom

Register at:
Open to all FEB students
and limited to 100 participants
only. E-certs will be provided.

Scan here

Prof. Madya Dr Sopian bin Bujang
Lecturer @ Faculty of Cognitive Sciences
and Human Development

For any inquiry, please contact:
📞 Renuprasad (+60 17-3871790)
📞 Filzah (+60 12-5857689)

perfep_official | Persatuan Mahasiswa Fakulti Ekonomi dan Perniagaan | perfep_official | perfep20.21@gmail.com

Bright Your Future with ASNB



14th April 2021, Persatuan Mahasiswa Fakulti Ekonomi dan Perniagaan has invited a speaker from Amanah Saham Nasional Berhad (ASNB) Miri Branch, Cik Suzana binti Napi who is ASNB Zone Manager to give a valuable speech regarding the financial management especially in unit trust. The programme was conducted by Ayu Nadhirah binti Mohd Zaini. This programme is to expose to student who are surrounded by debt and uncertain in financing their life in future. We have many choices to create side income beside depends on our own job income. Cik Suzana, who is financial experts have shared a lot of information about how we can survive and

generate more income without depending to job income alone. ASNB is well-know GLC body who is expert in unit trust. Number of participations is quite good and the feedback also great.

Virtual One Step Ahead



17th October 2021, PERFEP has organized one day event with the objective in guiding the SPM, STPM, and Diploma leaver in giving a hint on how to further their studies in Universiti Malaysia Sarawak. VOSA 3.0 was a continuation of One Step Ahead which were proposed as physical activities. As the pandemic arise, Addy who are the programme director for this programme, has decided to conduct online. The main reason for this programme is to give information in creating path to enter university, how to decide in which course to take and bonding with senior or facilitator and learn from their experience while in university. Dr Rafeah Wahid, lecturer from Faculty of Resource Science and Technology is an invited guest for the programme, has delivered very well information about her experience while studying, the hardship and how to apply university. Dr. Rafeah Wahid also motivate all participants who attended the programme to start to change way of life by stepping into higher education level. The programme was successful with participants come from almost whole Malaysia and this is first time that OSA reach out participants outside of Sarawak.

International Engagement Week (IEW) 2021



27th May 2021- For the first time, Persatuan Mahasiswa Fakulti Ekonomi dan Perniagaan have proposing a first virtual international events which connecting with several representative from other part of the country such as Myanmar, Indonesia, Japan and United Kingdom. The objective of the event is to learn the culture of

the people as we unable to travel to explore them. The invited speaker is Dr. Helma Malini from Universiti Tanjungpura, Indonesia; Mr. Zaw Htet Pine from Co-operative University Thanlyin, Myanmar; Mr. Jonson Lim Jia Sheng a representative from non-profit organizations, Association of Malaysian Economics Undergraduates (AMEU), United Kingdom; and Assoc. Prof Rodolfo Delgado from Kitakyushu University, Japan. Besides sharing session from the speaker, PERFEP also propose some interactive activities to connect audiences with the events. 'Share Your Experience Contest' and 'TikTok Video Contest' is the programme for this IEW. The programme is handled by Raegrace Niing Ngo, programme director for these events accompanies by Daine Esther as her assistant.

SPADE

Event: D'Ultimate De Amor

Program Director: Adailton Bin Semail Timba

Zumba Instructor: Zin Anna

D'Ultimate De Amor is weekly virtual Zumba conducted every Friday for a month, starting on 19th February 2021 until 12 March 2021 via Webex Meeting with invited Zumba Instructors from Tawau Sabah, Zin Anna. It aimed to provide participants with healthy activities during semester break in conjunction of Fitness Challenge with SPADE (FCWS), where the participants are required to join for their attendances. D'Ultimate De Amor Zumba is successfully carried out with the highest 48 participants recorded, including UNIMAS student as well public participants.

Subtle Persembahkan 25 Tahun
FEB UNIMAS

persep UNIMAS SPADE

D'ULTIMATE DE AMOR

ZIN ANNA FROM TAWAU, SABAH

D'Ultimate
GAYA FITNESS STUDIO

19 FEB - 12 MARCH
EVERY FRIDAY
TIME: 05.00 - 06.00 P.M.

Event: Fitness Challenge with SPADE (FCWS)
Program Director: Sharifah Nur Hikmah Binti Wan Ala
Time: 15th February 2021 - 13th March 2021

Fitness Challenge with SPADE is an online fitness competition conducted by SPADE to ensure all participants stay active during Movement Control Order at home starting from 15th February 2021 until 13th March 2021. Each participant needs to pay RM5 as registration fee. The challenges are varying each week and all the participants must complete the challenge in 4 days (Monday to Thursday), while on Friday they need to attend D'Ultimate De Amor for their attendance. The number of participants compete are 79 participants comprised of UNIMAS students and public participants. All participants will be given e-certificates, while 1 winner from each category (Male & Female) awarded with Xiaomi Mi Band 5 as well as e-certificate.



Event: ChitChat SPADE

Program Director: Nur Hadianna Binti Samad

Speakers: Farah Putrinegara Ahamad Baharom & Shazeema Binti Mashood Shah

Time: 14th April 2021 / 9.00am - 10.30 am

ChitChat SPADE is a webinar focusing on student’s mental health during Online and Distance Learning (ODL). The speakers are certified Clinical Psychologist from WeCare Allied Health Centre which are also known for their involvement in the community on promoting mental health awareness, corporate training, stress management, career counselling and enrichment programs. Therefore, this event was conducted to help participants especially UNIMAS students to manage their stress due to the ODL, detect early sign of mental health issue which indirectly promotes mental health awareness among participants.



Event: SPADE X AMEU

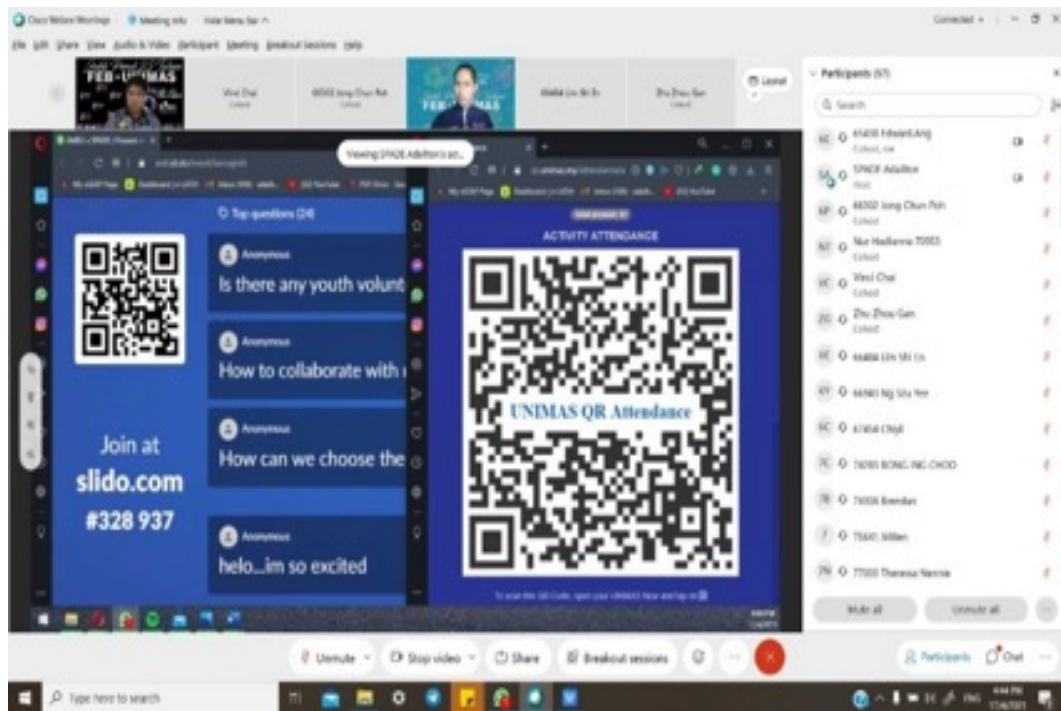
Program Director: Ang Swee Zhun

Time: 17th April 2021 / 5.00pm – 6.15pm

Collaborators: Association of Malaysian Economics Undergraduates (AMEU)

Speakers: Gan Zhu Zhou & Vinci Chai

SPADE X AMEU is an online collaboration where the speakers share about their past event and experiences in managing the organizations. The main purpose of this collaborations is to expose the leadership skills and giving motivation to all participants especially for societies in Faculty of Economics & Business (FEB) UNIMAS to expand their affiliate. Indirectly, this collaboration also help SPADE to develop and maintain long-term collaboration with professional and corporate entities which is fruitful for SPADE committee as well. Besides, the collaboration enable SPADE to identify industry’s standard and expectation towards fresh entrance of the members.

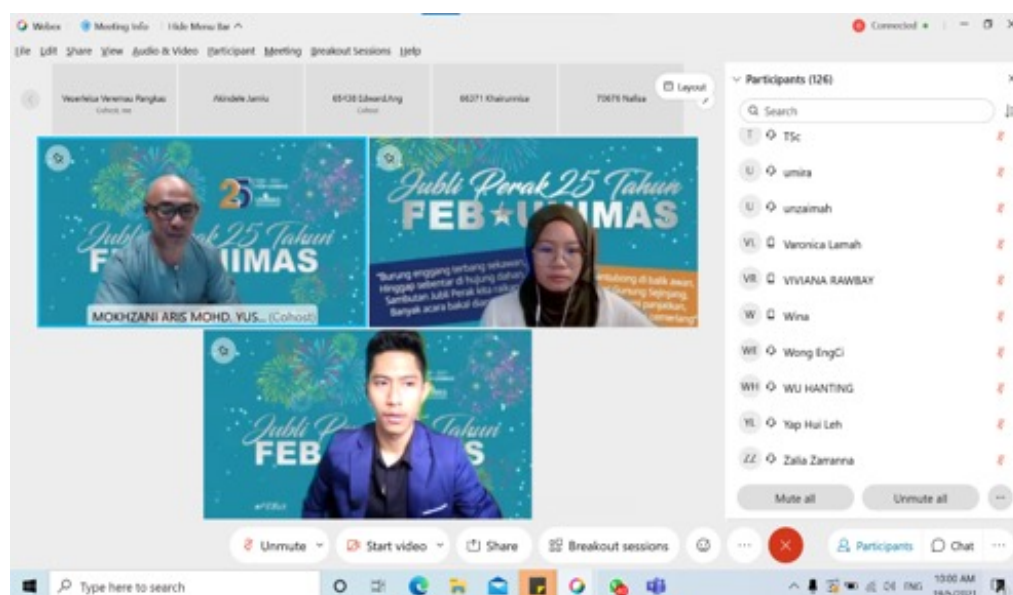
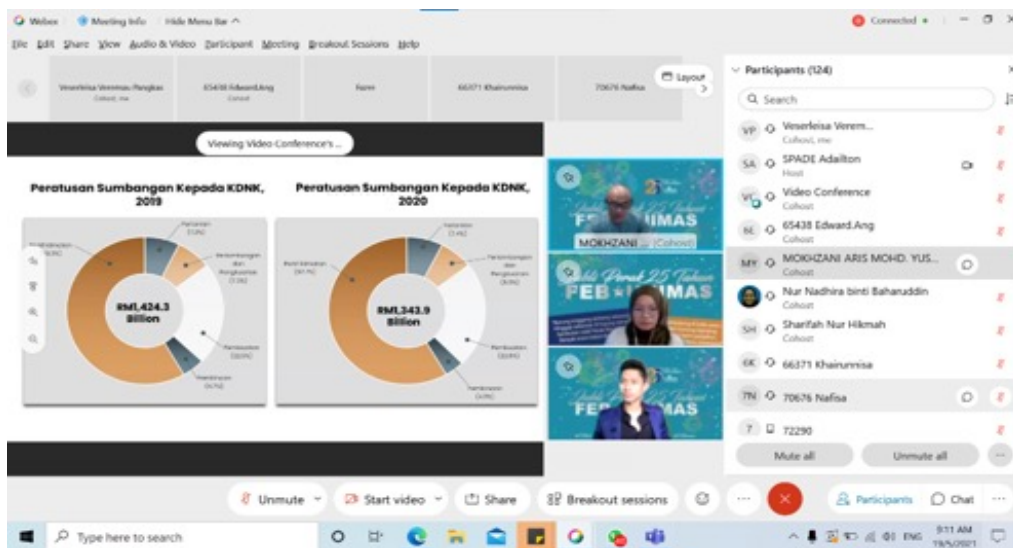


Event: EconsTalk: Up Skilling & Enhance Competency towards Future Labour Market Program Director: Vesperleisa Veremau Anak Pangkas

Time: 19th May 2021 / 9.00am -11.00am

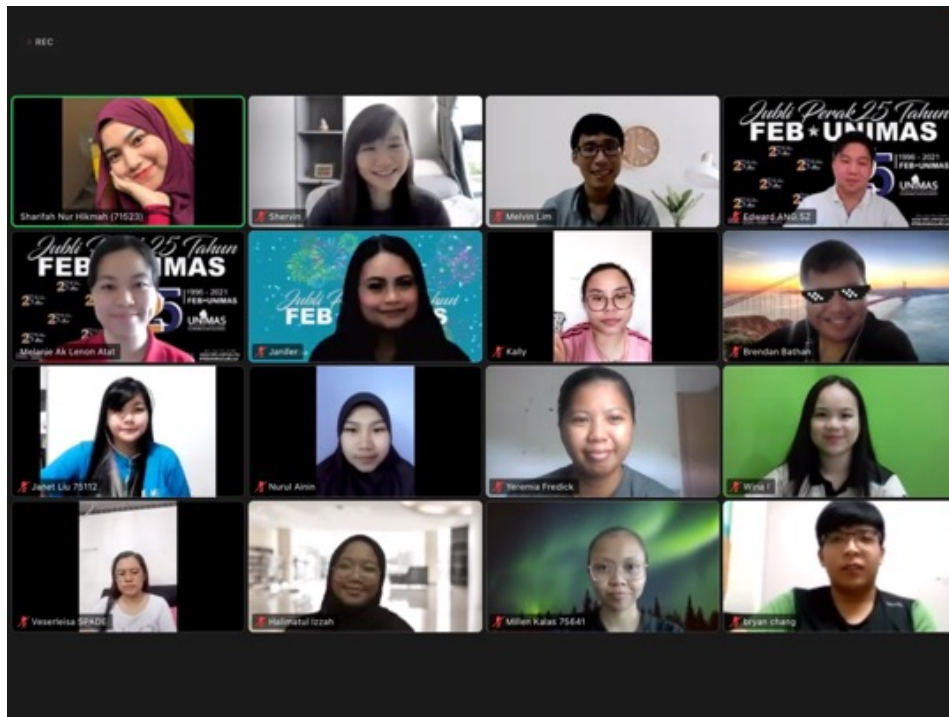
Guest Speaker: Mr Mokhzani Aris Mohd Yusoff

EconsTalk: Up Skilling & Enhance Competency towards Future Labour Market is sharing from Mr Mokhzani, Regional Director of Malaysia Productivity Corporation (MPC) Sabah Branch. This event is conducted to prepare the participants especially fresh graduate to compete in the labour market in the new norm. Besides, Mr Mokhzani also share about his undergraduate experience on his journey in UNIMAS as he is the first economics graduate of FEB. Moreover, has successfully carried with the highest number of 128 participants including our Dean, Deputy Dean, TD HEPA, SPADE & PERFEP advisors as well Mdm Ingrid and Miss Fariahah from MPC Sabah.



Event: Freshie Career Guide Program Director: Ang Swee Zhun

Freshie Career Guide is an online sharing by Economics Alumni, Melvin Lim and Shervin Leong to share their industrial training and current job experience. This is conducted mainly to prepare the second and third students to prepare for their industrial training program in the next intersession. Besides, the invited speakers also motivate and inspire the participants to pursue their dream career. This interactive session also discusses the current and adopted characters in the working environment as a fresh graduate.



SMART

SMART X KPMG Malaysia: Visume Workshop & Employability Skills Workshop 2021

On 19th March 2021, the event of SMART X KPMG Malaysia: Visume Workshop & Employability Workshop 2021 is organized by SMART society which is a webinar that open to all UNIMAS students from first year and especially targeted to FEBians. Final year students especially looking for company for their internship. Therefore, this online webinar is to helps students by inviting the speaker from KPMG Malaysia to shares crucial tips for their resume and tips how to produce video resume as well how to

shows the professionalism in their video. The main objectives for this webinar are to help students being more creative on producing their resume via digital resume format.

The invited speaker for this event is Mr. Anil SK Nair, a Consultant Talent Engagement of KPMG Malaysia. resumes. During the event, the speaker shared some valuable tips to the participants on how to answer the questions asked by the interviewer properly. These tips not only applicable during internship interview but also applicable especially to final year students that will seeking a job after the graduation. The event had been organized by Society of Marketing Talent (SMART) successfully. Total audience who joined this webinar are 114 participants.

UNIMAS **5** *Jubli Perak 25 Tahun* **FEB*UNIMAS** **persep** **SMART**

KPMG X SMART
MARKETING TALENT
Empowering People

VISUME & EMPLOYABILITY SKILLS WORKSHOP

MR. ANIL SK NAIR
Consultant, Talent Engagement
KPMG Malaysia

Date & Time:
19th March 2021
(Friday), 2 - 4 PM

Platform:
Microsoft Teams

Register at:
Open to all UNIMAS students & limited to 100 pax only.

Questions? Reach out to:
☎ +60 16-865 4096 (Hariz)
☎ +60 11-1989 1044 (Yaya)

@SMART.UNIMAS @smart.unimas @SmartUnimas @smart.unimas SOCIETY OF MARKETING TALENT UNIMAS

Throwback With Alumni The Series: To Recall, To Inspire

On 17th April 2021 and 24th April 2021, Society of Marketing Talent (SMART) has organised an alumni sharing session which is known as Throwbaek with Alumni the Series: To Recall, To Inspire. The objectives of this event are to give insights to the students on the current working environment based on the alumnae' experiences, to inspire the students through the stories of the alumnae by sharing the tips to prepare for the world outside and to recall the memories of the alumnae and the current students while studying in the campus. The invited speakers for this event are Mr Cheng Wai Yip and Mr Haziq Husaini.

On 17th April 2021, the first slot of ThrowBaek with Alumni the Series: To Recall, To Inspire had been successfully ended at 4pm with the first alumni, Mr Cheng Wai Yip, with his sharing session on the working experiences at multinational company. On the next Saturday which was on 24th April 2021, the second slot had ended with

a fruitful session by Mr H a z i q Husaini with his topic of



Exploring 101% of Your Opportunities. The webinar series had been organized by Society of Marketing Talent (SMART). Total audience who joined this webinar are 128 participants.

#MyHome: Poster and Video Competition



On 5th – 19th May 2021, an online competition, #MyHome, is a poster and video competition had been organised by SMART for all UNIMAS undergraduate students. In light of the current situation, the COVID-19 pandemic has unable us to travel freely around the world. Indeed, we will reminisce all the good times we had experienced when we still had the freedom to travel. Therefore, we would like to take this opportunity to encourage students to showcase the beauty of their hometown or current residential places to elicit the interest of others. There would be two categories in this competition, poster and video. Participants are allowed to join either one category or both categories. This event is sponsored by Borneo Digital and Instax Fuji Film as the main sponsors. Other sponsors are Tapang Niaga Sdn Bhd, Ujanz Enterprise, Choose Dessert and Selawan Studio.

The event had gain 11 participations for poster category and other 11 participations for the video category. Total participations are 22. The winner of the competition will be announced by 4pm on 28th May 2021. The prizes are divided into two where the consolation prizes go to the

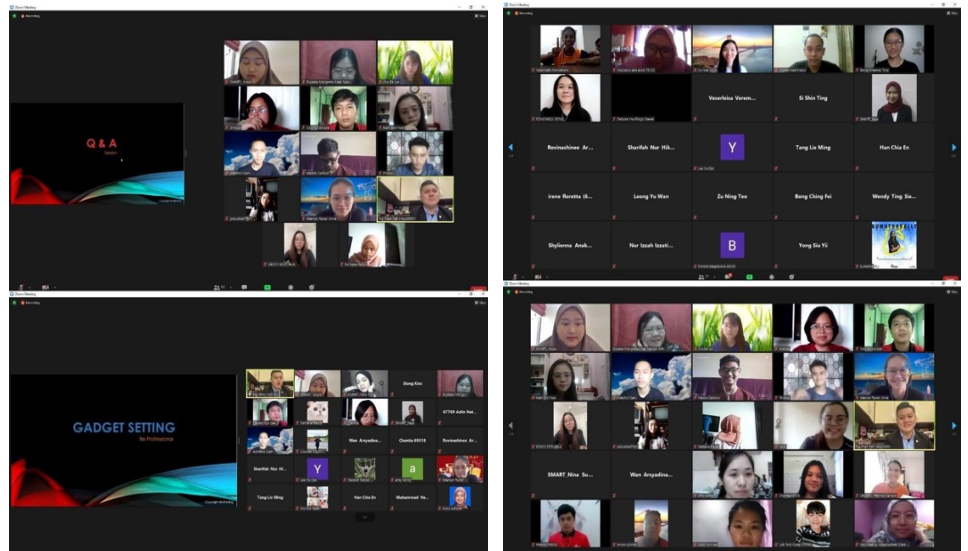
Best Cinematic Video and Best Content (Poster). The main prizes are RM 138 for the 2nd runner up, RM158 for the 1st runner up and for the Winner is RM 158 as well as Instax Mini 25 worth RM300.

Fun Grooming: Preparation for Online Interview by SMART Report

Fun Grooming: Preparation for Online Interview took place on 17th February 2021. The original idea is actually to create a webinar session on how to prepare students for a common interview. The main objective of the event is to prepare students with tips on how to dress up properly for online interview. As the targeted audience for webinar is among 2nd and 3rd year students of FEB, the event is hoping to help students to prepare themselves for the upcoming internship interview especially in term of online interview due to the pandemic, by providing an expertise to share tips and techniques regarding to the topic. After joining the event, the participants mentioned that they able to get extra information in the scope of online interview.



Fun Grooming: Preparation for Online Interview also aim to give exposure on how to maintain the best attitude for online interview. Even though online interview might look simple and easy to some people, but it is important to maintain the best attitude especially when the interviewer can only see the face through the webcam during the interview session, they will expect candidates to be more presentable and shows the best personality and attitudes during the session. Therefore, the event has helped participants to be more confident as well as maintaining the attitude by persuading the participants to turn on their camera during the sharing session.



SICMA

SICMA PODCAST: THE ERA OF PANDEMIC, HOW ENTREPRENEURS SURVIVED?

DATE: 8 MARCH 2021

PLATFORM: YOUTUBE

On the 8th of March 2021, Society in Corporate Management (SICMA) released their first ever episode of SICMA Podcast with a Corporate Management alumni as the invited speaker, Suz Tan Su Yi. Suz Tan was also the first ever Vice Chairperson of SICMA back in 2017 and proud owner of 11ven Creation. 11ven Creation is a content producing company that provides content creation and planning services to their customer. In

this episode of SICMA Podcast, Suz shares on her journey post-graduation and companies which she had worked in, leading her to her successfully establishing 11ven Creation.

SICMA Podcast is a series in which SICMA aims to invite prominent and successful entrepreneurs, sharing on the struggles of entrepreneurs amidst the pandemic. Giving an insight on how they will navigate their way as entrepreneurs and perspective on the possibilities that may occur if the pandemic continues. During the first week of released, SICMA manage to garnered over 72 views on YouTube. SICMA wishes to continue the series by inviting more Corporate Management programme's alumni.





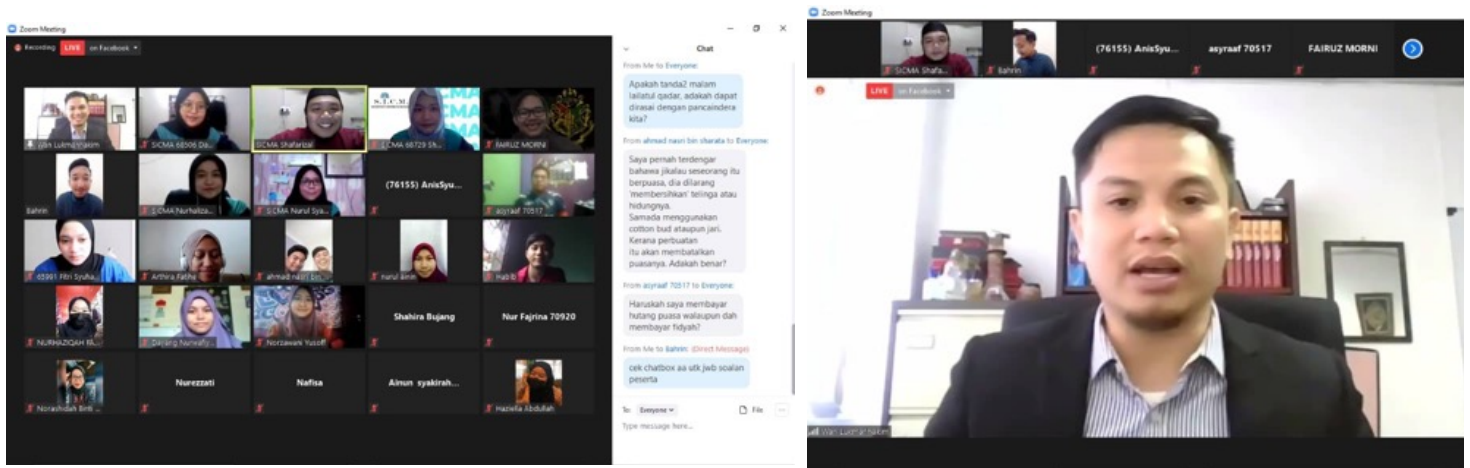
CERAMAH IHYA' RAMADHAN

DATE: 24 APRIL 2021

TIME: 9AM-10:30AM

PLATFORM: ZOOM COMMUNICATION & FACEBOOK LIVE

For the month of Ramadhan, Society in Corporate Management (SICMA) in collaboration with Gerakan Belia Syabab K (GBSK), invited an honorary guest speaker, Ustaz Wan Lukmanhakim Bin Wan Sajali. This invited speaker is from Pegawai Belia Hikmah Sarawak who is also the current President of GBSK to share on knowledge in regards to the practices that can be done during the month of Ramadhan and its benefits. This programme held by SICMA aims to give an insight on how Muslim should utilise the holy month of Ramadhan by doing good deeds and avoiding unnecessary activities. He shared on Islamic Law according to Quran and Hadith as well as explaining on how a Muslim should prepare themselves for the night of Lailatul Qadr, which is the last 10 important odd nights of the month of Ramadhan. The execution of the programme was successful and beneficial, from the sharing aspect as well as the Question and Answer session. SICMA was able to garnered 62 active participants to take part in this programme.



FINACE

MOTIVATION BOOSTER TRICKS DURING ONLINE LEARNING WITH STIESIA

DATE: 29 MAY 2021

TIME: 9AM-12PM

PLATFORM: WEBEX

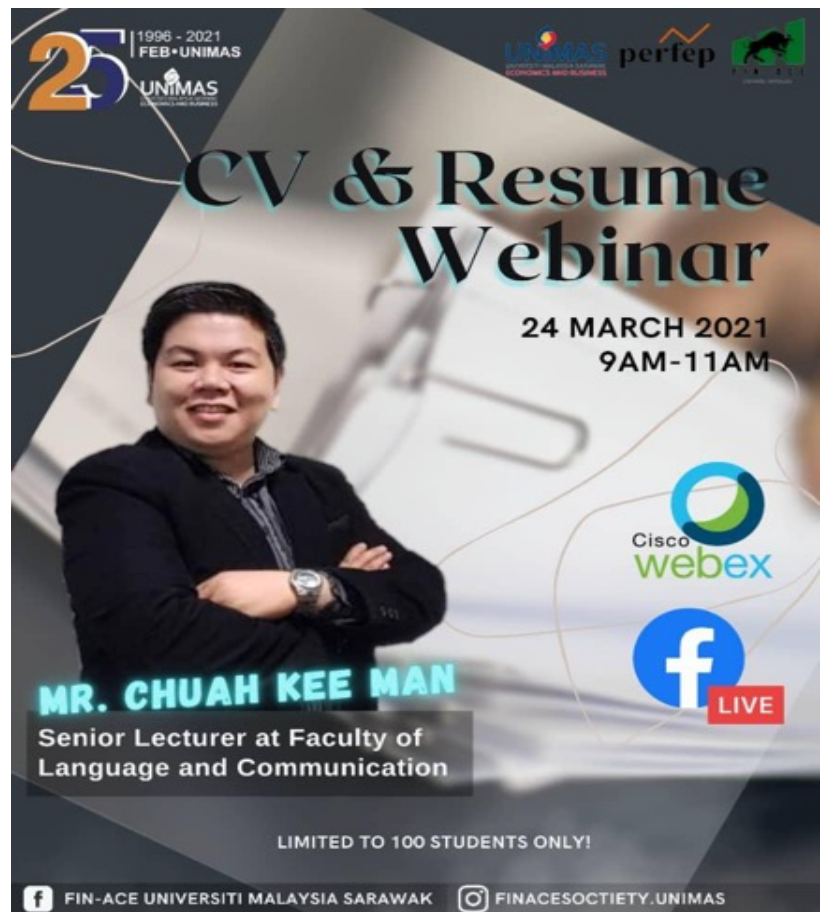
The poster is purple with white and yellow text. At the top, it lists logos for UNIMAS, persep, S.T.C.M.A, STIESIA, and FEB-UNIMAS. The main title is 'Motivation Booster Tricks during Online Learning with STIESIA'. Below the title, it says 'SICMAxSTIESIA'. The date and time are '29 MAY 2021 (SATURDAY)' and '9AM-12PM'. The platform is 'CISCO WEBEX'. Two speakers are featured: Emeraldalda Ayu Kasuma, Lecturer of Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA), and Dr Farah Binti Zaini, Faculty of Social Science and Humanities, UNIMAS, Lecturer. Social media handles for SICMA UNIMAS are listed at the bottom.

On the 29th May 2021, Society in Corporate Management (SICMA) invited two guest speakers to speak on the tips and tricks to boost student's motivation amidst Online Distance Learning due to the global pandemic. SICMA managed to outsource a speaker from one of UNIMAS's partner university, which is Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA), as well as UNIMAS's own expert in counselling from Faculty of Social Sciences, UNIMAS. From STIESIA, SICMA manage to invite Mdm Emeraldalda Ayu Kasuma while from UNIMAS, SICMA invited Dr Farah Binti Zaini. During the session, both speakers would share on how to deal with procrastination

and what could be done to ensure students are motivated to learn despite the current changes of learning environment from their formal classroom setting. The second half of the session comprises of a QnA session which allows both speakers to have a forum discussion. SICMA was able to collect active participation from 98 participants with a positive responses from all participants. SICMA hopes to continue working closely with STIESIA for future programmes.

Resume & Curricular Vitae Webinar

On the 24th of March 2021, FinAce organized a webinar entitled “Resume & Curricular Vitae Webinar”. The program director for this event was Jaycie Maxviarie Anak Janting. The speaker on that day was Mr. Chuah Kee Man, a senior lecturer of the Faculty of Language and Communication. The objective of the webinar was to equip students with the correct knowledge and technique to produce a good quality CV and resume. It also emphasized the importance of CVs and resumes in the job-seeking process. This online talk was conducted via Webex and was attended by 124 participants. Mr. Chuah Kee Man shared the importance of a Resume & CV and also taught the participants on how to produce a good Resume & CV. He also shared with us informative slides that students are able to refer to after the program ended.

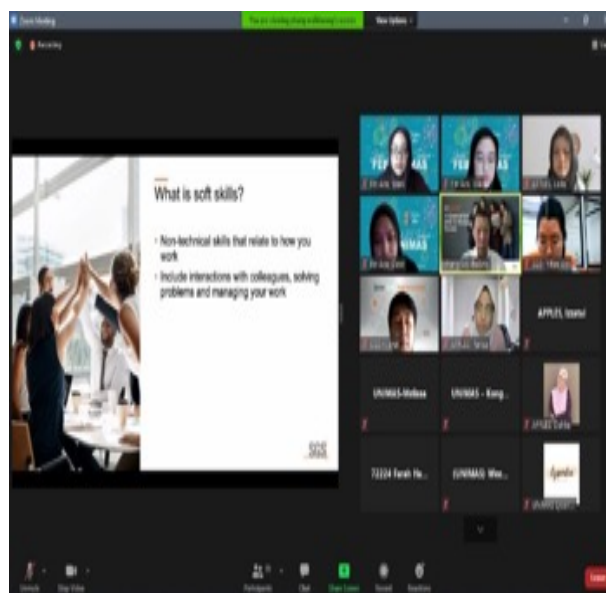


Building Blocks: Exploring Essential Soft Skills



On the 2nd of April 2021, FinAce collaborated with Applied Language Society (Apples), UiTM Shah Alam to organise a webinar on exploring essential soft skills to ensure workplace success. The director for this event was Elia Sari Binti Odit. The talk was given by Mr. Phang Wai Kheong from SGS Malaysia. He has been a trainer at SGS Malaysia for 20 plus years so naturally, many were keen on what he had to offer during the talk as spots were filled in less than 24 hours. The talk was conducted via Zoom at 3pm and was attended by 85 participants from UNIMAS and UiTM Shah Alam. Mr. Phang shared with us the 10 essential soft skills that are

needed at the workplace. He also explained the need to have a purpose in life, talked about personal development and touched on the different types of communication.



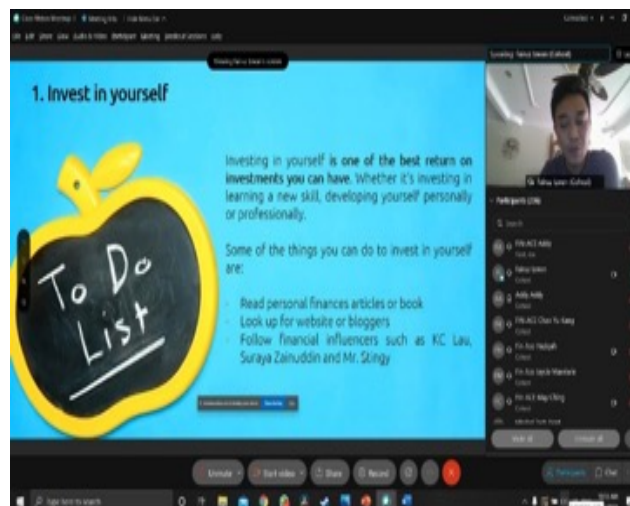
Fin-Ace Junior Investment Series

On 3rd, 4th and 10th April 2021, Fin-Ace Society organized a webinar entitled Fin-Ace Junior Investment Series by inviting famous speakers that have experience in financial coaching and in investment to deliver talks to the students. The director for this event was Siti Nurhaziqah Binti Yahya. This webinar series contains three webinars. The first webinar is Money Matter: Financing Your Adulthood and the speaker is Mr Fairuz Izwan, a Youth Banker Representative from

Maybank. The second webinar is called Breakthrough : The Secret in Financing, the speaker is Hajah Ieza Yusof or famously known as MJ (Mak Jerung), a financial coach that has 18 years of experience in finance courses and property investment. Lastly, the third webinar is Investing 101: Investing Basic for Beginners by Mr Razin Amran who is a UNIMAS alumni that works at Prudential as a Wealth Planner.

Money Matter: Financing Your Adulthood

On the 3rd of April 2021, Fin-Ace Society launched a webinar series entitled Fin-Ace Junior Investment Series. The first topic of this series was entitled “Money Matters: Financing Your Adulthood”. The talk was given by Mr Fairuz Izwan, a Youth Banker Representative at one of the biggest banks in Malaysia which is Maybank. He aims to instill an understanding of banking products as well as improving financial literacies amongst youth in Malaysia. The webinar was conducted via Webex for 2 hours and was attended by 245 participants from UNIMAS and Non-UNIMAS students.



Breakthrough : The Secret in Financing



On the 4th of April 2021, Fin-Ace Society held the second webinar of the Fin-Ace Junior Investment Series “Breakthrough: The secrets in Financing”. The talk was given by Hajah Ieza Yusof or famously known as MJ (Mak Jerung). She is CEO & Founder of IEZA YUSOF CONSULTANT SDN BHD that has 20 years of experience as a financial consultant. Her vision is to expose students on how to become a multi-millionaire at young age by getting involved in property. The webinar was conducted via Zoom for 2 hours and was attended by 229 participants from UNIMAS and Non-UNIMAS students.



Investing 101: Investing Basic for Beginners

On the 10th of April 2021, the third topic of the Investment series entitled “Investing 101 :Investing Basics for Beginners” was held. The talk was given by Mr Razin Amran who is a UNIMAS Finance alumni. He currently works as a wealth planner at one of the top unit trust consultants at Prudential. Other than that, he is also a business owner of Unplugged Coffee. The purpose of inviting him was to share with the students about his successful journey in Finance. During the webinar session, he explained about the Robert Kiyosaki cashflow

quadrant and his perspective towards it. The webinar was conducted via Webex for 2 hours and was attended by 225 participants from UNIMAS and Non-UNIMAS students.

The poster is for a webinar titled "Investing 101: Investing Basics for Beginners" part of the "Fin-Ace Junior Investment Series 3". It features a circular portrait of Mr. Razin Amran, a Wealth Planner. The event is scheduled for April 10th, 2021, from 10am to 12pm, and will be held on Zoom. A QR code is provided for registration, with a note that it is limited to 100 participants. Contact information for Haziqah (017-8548696) and May Ching (014-9982059) is listed. Logos for FEB UNIMAS, UNIMAS, and Fin-Ace are visible at the top.

UNIMAC

EDUCATION JOURNEY- WHAT'S NEXT?

On 25 February and 27 February, UNIMAC had organized webinar sharing session from two speaker which are UNIMAS accounting lecturer, Dr Salawati and the alumni of UNIMAS, Madam Nur Shafiqah. This sharing session is focus on undergraduate students that curious about next level of education, master level. There are 81 participants joined the session. This webinar provided two different perception and from two type of master.

The first session with accounting lecturer is such informative session to the accounting students. The speaker gave an encouragement to students if cannot able to pursue for professional paper, master level can be an option. The involvement of the participants in this session was very encouraging.

The second session with the alumni is such a fruitful session. The speaker shared the experience as UNIMAS master and bachelor's degree student. There are tips and tricks from the speaker either to further study or working.

To conclude, the sharing session helped the students in gaining a better understanding of master level because the speaker was flooded with questions, especially during the first session.



Unimpeachable Master Championship

From 22nd until 23rd May 2021, UNIMAS Accounting Society (UNIMAC) had organized an e-sport tournament called Unimpeachable Master Championship (UNIMAC). Throughout this contest, UNIMAC had achieved the objectives such as help students release stress during online distance learning, expand student's talent in E-sport, increase engagement among students and the public, and increase the popularity of UNIMAC social media among students. This tournament includes two games which is PUBG mobile tournament and Mobile Legend (ML) tournament. The live feed of this tournament was stream through UNIMAC's official Facebook page. A total of 267 participants had participated in this activity. Alliance Jin has become



PUBG mobile tournament champion followed by and Beast of Peace as the first runner up and Miri Mob as the second runner up while Esketit Bella has become ML tournament champion, followed by FVP as the first runner up and Omega Wakanda Brother as the second runner. Overall, this program was run smoothly considering it was the first-ever e-sport tournament held by.



Tax Transfer Pricing Webinar



14th April 2021, UNIMAS Accounting Society (UNIMAC) held a Tax Transfer Price Webinar by inviting Puan Siti Noorbaya, a tax manager at KPMG Malaysia. This event was conducted online and was attended by 71 people, all of them were UNIMAS students. Overall, the event went smoothly. Participants get a lot of information and clearer knowledge about tax transfer prices. Participants also communicated well with the speakers during the event. In addition, the speaker did a great job as she was able to answer every question asked calmly despite having bad connection. Although the number of participants did not reach the target, but this webinar was a great experience for those who never know about tax transfer pricing.

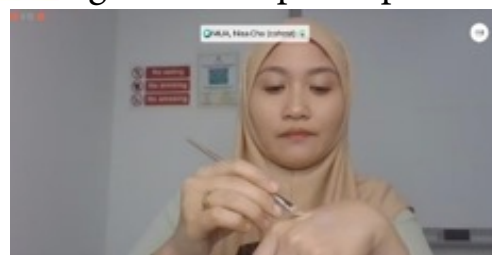


MAKEUP TIPS & TRICKS



On March 27th 2021, the UNIMAS Accounting Society (UNIMAC) has organised a workshop related to self-management entitled “Makeup Tips & Tricks’ This program aims to increase the students’ skills in makeup and increase the knowledge of the importance of makeup especially for important occasion such as meeting clients, interview, presentations and et cetera. This will help the students to look presentable and professional especially in making first impression during job interview.

Throughout the program, the student had gained more in-depth exposure regarding the main topic discussed by the speaker, Nisa Cha, a makeup artist (MUA) that has been invited specifically for this program. The speaker guides the participants step by step in how to obtain



excellent looks. A total of 83 participants had participated in this program. This program is a complete success and able to arouse the participants’ interest in makeup. The

number of participants includes both male and female students. Thus, showing that improving self-confidence and marketability through simple makeup is important to both genders. As the session ended for the day, all participants were happy and excited to apply their new skills to the test.

VIRTUAL ACCOUNTING WEEK 2021 (UNIMAS ACCOUNTING SOCIETY'S FIRST EVER)

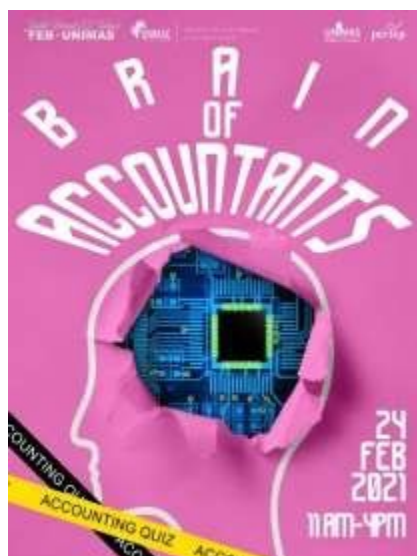
Double Perak 25 Tahun
FEB UNIMAS UNIMAC UNIVERSITY MALAYSIA SARAWAK ACCOUNTING SOCIETY UNIMAS persep

WEBINAR SERIES : DIVING INTO ACCOUNTING

DATE	TIME
22ND FEBRUARY	02 PM - 04 PM
23RD FEBRUARY	10 AM - 11:30 AM
23RD FEBRUARY	02 PM - 04 PM
25TH FEBRUARY	10 AM - 12 PM
26TH FEBRUARY	02 PM - 04 PM

Logos: EY (A Day Keeps Your Doubts Away), KPMG (A Webinar A Day Keeps Your Doubts Away), CPA AUSTRALIA, MALAYSIAN INSTITUTE OF ACCOUNTANTS (MIA)

In conjunction of Faculty of Economics & Business (FEB) Silver Jubilee, UNIMAS Accounting Society (UNIMAC) has organized a one-week program packed with various activities entitled Virtual Accounting Week 2021 with the theme Dare to Dream. There were five subprograms held on the last week of February starting on 22nd February until 28th February 2021. The Virtual Accounting Week hits of its' first day of the week with the UNIMAC Webinar Series with Miss Serena Wu and Mr. Izzad Shamsuddin from CPA Australia. Miss Serena was so delightful to share a topic on "Going Beyond Numbers" as she talked about the insight of CPA Australia and the emerging role of accountants while Mr. Izzad shared his real-life experience on how to become the partner of Deloitte

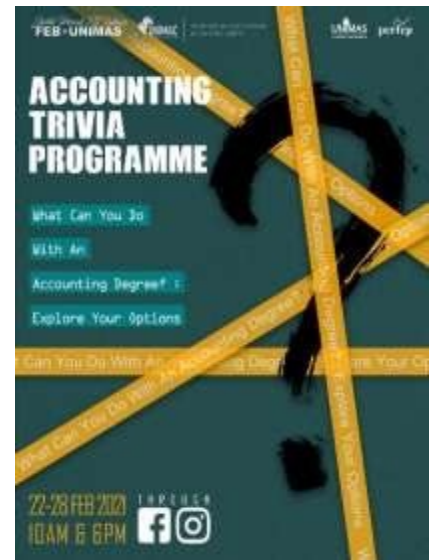


at the age of 32, which is one of the youngest partners, and his exciting life as an accountant and licensed auditor. The session was attended by 100 participants, mostly UNIMAS and UiTM accounting students. On the second day, another two webinar series were held that received a lot of warm welcomes from both the participants and from respective speakers. During the morning session, Mr. Anil Nair from the Talent Department of KPMG Petaling Jaya, has shared the story of the company and the employability skills nowadays. On the other hand, during the evening session, Mr. Teddy Edwin Chapun as the senior executive of Malaysian Institute of Accountants (MIA) has shared the steps required by accounting students to become a member of the institute.

Next, on Wednesday, we have the one and only competition held in this week which is the Brain of Accountants where the participants went through 3 stages of quizzes and the Top 3 winner had received a cash prize up to RM100. Moreover, we also had session of Education of Journey – What’s Next?, where we had a sharing session starred by our very own lecturer, Dr. Salawati Binti Sahari and respected alumni, Mdm Nur Shafiqah binti Tukino.

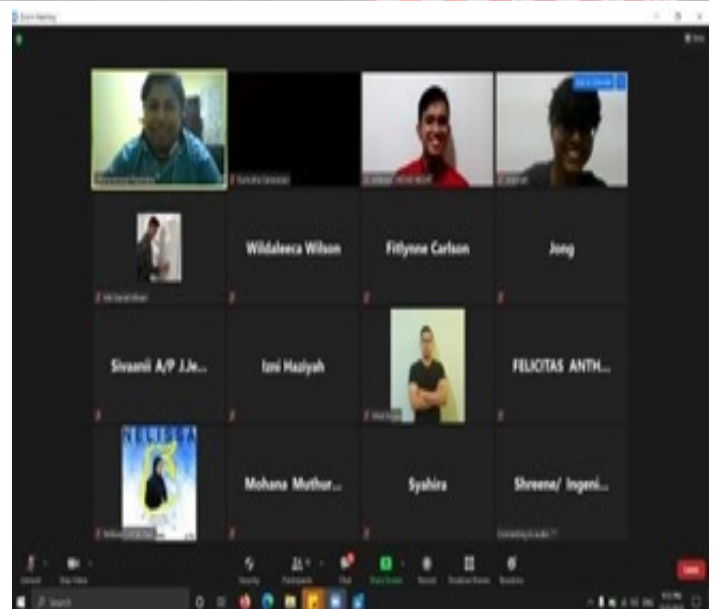
Furthermore, Internship Start-up Package where we had Microsoft Excel Online Workshop with our passionate accounting lecturers: Dr Sharon Cheuk and Dr. Damien Lee and a sharing session on internship experience with an FEB Alumni; Ms. Rukkumani A/P Thannirmalai. Last but not least, we have an Accounting Trivia held every day of the week on the UNIMAC’s official Facebook and Instagram. The program has managed to engage with the accounting students through the social media by providing fascinating fun facts about the accounting world.

The Virtual Accounting Week 2021 ended with a closing ceremony on the Sunday afternoon attended by our Deputy Dean of Students Affair and Alumni; Dr. Norazirah. On behalf of the Virtual Accounting Week committee members, we would like to sincerely thank everyone who has contributed to the success of this event.



THEME MOVIE NIGHT

On 16th and 23rd May 2021, UNIMAS Accounting Society (UNIMAC) held a Theme Movie Night for 2 days with a theme for a week. This event was conducted online and was attended by 16 people on 16th May and 17 on 23rd May, and all of them is UNIMAS Students. Although the number of participants did not reach target, but this event was a great platform for the participants to relax their mind during their tough time. Overall, the event went smoothly. Participants get to watch new movies with us. Although the number of participants registered via our registration form was little but few participants walk-in our event on this day.



AKUSAHAWAN

FEB GOTTALENT

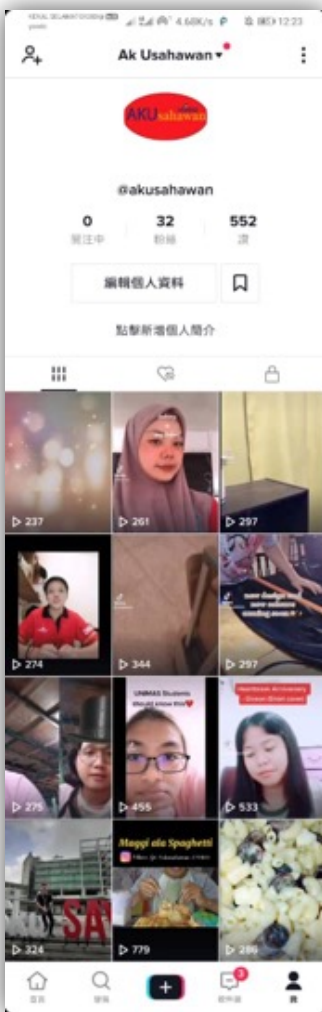


From 1st to 14th March 2021, AKUsahawan had organized FEB Tik Tok Got Talent competition. This competition is open to all FEB students only. Participants can upload their video in our provided Google form from 1st to 11th March, they can collect likes for their videos from public in the left days.

In this competition, all the participants show their talent in their video, such as cooking, singing, drawing, and other video skills. All the videos posted to AKUsahawan’s Tik Tok account, and participants can share the video link with the public to collect likes.

The evaluation method of video is through the number of likes to videos and juries’ evaluation marks. The higher number of likes, the higher marks in the evaluation. Madam Aileen Anne Anak Jinggong, Dr Janifer anak Lunyai, Hazim Bin Mohamad, and Nur Atiqah Binti Suhardy are the juries who in charge in this competition.

Muhammad Firdaus Bin Tazutdin, Vironica Bangan Anak Joseph, Melanie Anak Lenon. There are the top 3 winners in this competition. They perform cooking, sewing, and singing in their creative videos. We feel grateful to all participants and juries who took their time to participate in this competition. We hope this competition brings back fond memories for everyone.



AKUsahawan Online Store is opening now!

AKUsahawan Online Store is an online platform which is selling merchandises of FEB. AKUsahawan Online Store has its grand opening on 26th April 2021 at 8am and has its official launching on 21st May 2021 during the closing ceremony of Entrepreneurship week 2021. AKUsahawan Online Store is launched by the Dean of FEB, Profesor Madya Dr. Rossazana Bt Ab Rahim. In this year, AKUsahawan Online Store is having FEB Silver Jubilee 25 Years Goodies Pre-order Sale 2021 Program. This program is selling limited edition merchandises to celebrate FEB Silver Jubilee 25 Years. Merchandises that are sold during FEB Silver Jubilee 25 Years including T-shirt (long sleeve and short sleeve), towel, notepad, pouch and tote bag. This selling



program is by batch and pre-order. It is opened to students in FEB and also students from other faculty in UNIMAS. Students are required to filled in the google form provided in AKUsahawan Online Store and paid for the deposit in order to make an order.



ENTREPRENEURSHIP WEEK 2021



Entrepreneurship Week 2021 (EW 2021) was held to give exposure to our students about the entrepreneurship field and introduce the AKUshawan Club to all. As it is known, the introduction of entrepreneurship is one of the important aspects to produce aspiring entrepreneurs as well as to become an encouragement to our future graduates who are looking forward to build a career in

the business field. Moreover, this event was held to developed the latest news, and trends regarding entrepreneurship presented by some of our distinguished speakers such as Mr. Bryan Loo of Tealive and Mr. Roydy Bin Ismail of Tusan Icecream. Also, we have invite

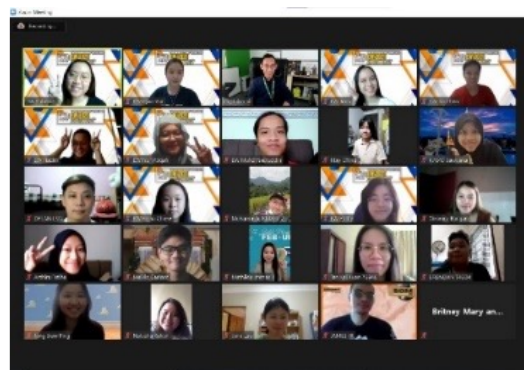


some business expert such as Muhammad Hanif Parhin to share how to use WhatsApp for business purpose, Mr Kent Tan Wai Kiat to share the business topic in business field and others. We often get to have established CEOs in Malaysia and business experts to share their experience and thoughts about their entrepreneurship journey and business knowledge.

On first day, 17th May 2021. The first event of EW 2021 is happening with Business Webinar with PwC Malaysia. The program was organized from 9:30 am to 11:00 am via Zoom. This program has received participation from UNIMAS students as well as the public. This program aims to give awareness to students about hot issues that will have an impact in business. The guest speaker for the program was Mr. Kent Tan Wai Kiat. He is the manager of campus engagement lead, PwC Malaysia. A total of 65 participants attended the program.

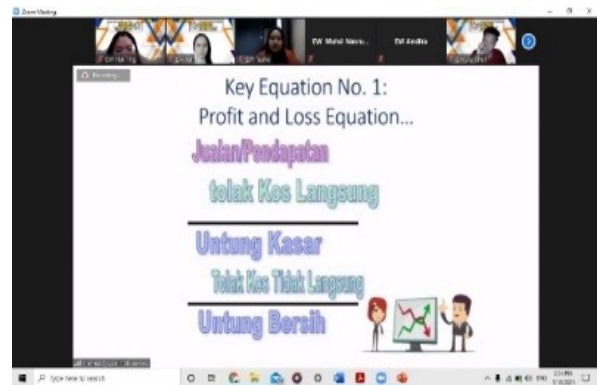


Journey from Zero: Ahmad Tamar is a program organized on May 17, 2021 from 2 pm to 3:30 pm, via Zoom. The program has received participation from UNIMAS students as well as the public. This program aims to share her Kurma business journey and the secrets as a successful local entrepreneur. The panel for this program is Madam Syarifah Nurfaizah. She is a UNIMAS Alumni student and currently is co-founder of Ahmad Tamar Sdn Bhd. A total of 128 participants attended the program.

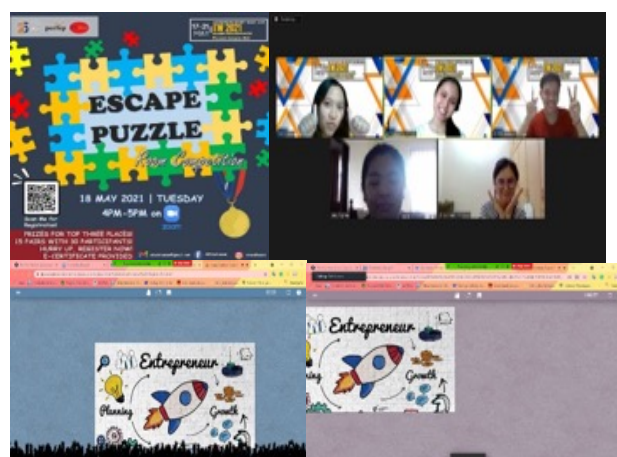


On the 2nd day for Entrepreneurship Week, the Tauke Talks: Tusan Icecream program was organized on May 17, 2021 from 9:30 am to 11:00 am via Zoom. The program has received participation from UNIMAS students and public. This program aims to share his Icecream business journey and the secrets of successful local entrepreneur. The panel for this program is Mr. Roydy Bin Ismail. He is the founder of the Tusan Icecream business. A total of 78 participants attended the program.

On the evening of the second Day of Entrepreneurship Week, the program Chit Chat: Reengineering Profit in was organized through Zoom. The program will held in 1 hour 30 minutes from 2:00 pm to 3:30 pm. The program is conducted to provide exposure for effective business financial management. The guest speaker for this program is Mr. Ahmad Syubaili Bin Mohamed. He is a Lecturer of Accounting at FEB UNIMAS, and also an advisor to the AKUshawan Club. A total of 65 participants attended the program.



Next, the Escape Puzzle Room Competition program was held on May 18, 2021 from 4pm to 5pm, via Zoom. This program has received participation from UNIMAS students. The purpose of this program is to invigorate the mind and foster cooperation as well as assess IQ. A total of 14 participants attended the program. There are 3 pairs have been selected for the winners in this competition. Johan's place was won by Group 3 which consisted of Leow Pei Yen and Bridney Chow Yi Ying. Second place was won by Group 5 namely Tan Jing Yee and Oh Mei Jin. Third place is group 2, namely Tang Siew Ping and Teo Xue Qi.



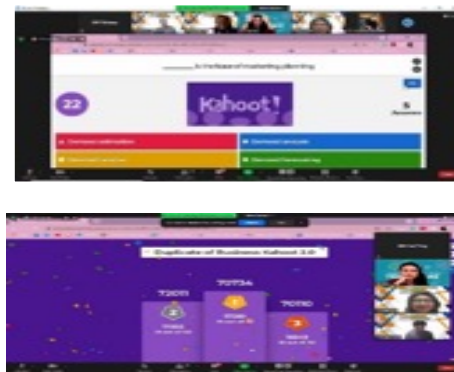


On the third day, EW 2021 had a very large and lively participation in the Startup Stories with Mr Bryan Loo program. The program was organized on May 19, 2021 from 9:30 am to 11:00 am via Zoom. This program has received participation from UNIMAS students as well as the public. This program aims to share the story of his journey and the secret of his success. The guest speaker for the program was Mr. Bryan Loo Woi Lip. He is the CEO of Tealie Asia, Loob Holding Sdn Bhd. A total of 119 participants attended the program and it was the most extensive program with the most participants.

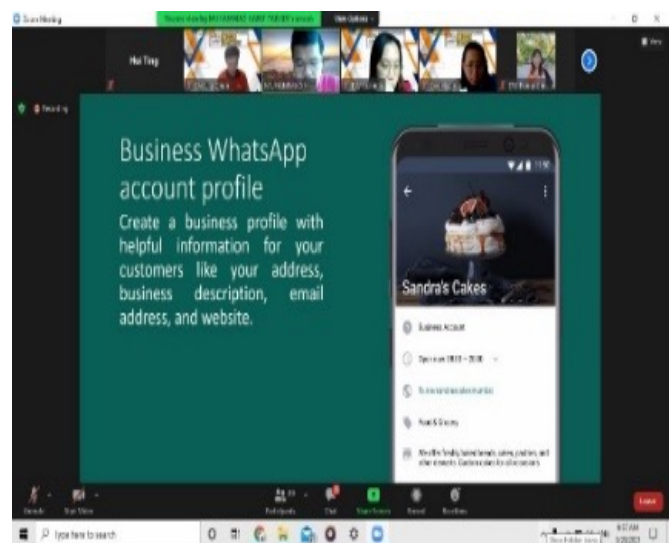


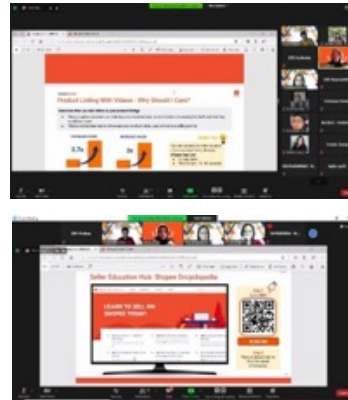
At 2 p.m., EW 2021 continues with the Stepping Into Leadership: Investing In Youth through Zoom program. The purpose of this program is to share about leadership among young people. This program has received participation from UNIMAS students as well as the public. The guest speaker for the program was Mr. Koh Mui Han. He is a principal consultant of Change Dynamic Consultant. A total of 78 participants attended the program.

Business Kahoot 2.0 is a continuation program from Business Kahoot 1.0 held by AKUshawan Club before. The program was organized on May 19, 2021 from 4:30 pm to 5:30 pm through Zoom and Kahoot. This program has received participation from UNIMAS students. This program aims to test the level of basic knowledge in business and provide exposure to new business knowledge. A total of 52 participants attended the program. 3 winners were selected based on the highest score in the Kahoot quiz. First place goes to Nicholas Chin Wei Jie, Second Place goes to Yong Foo Hon and Third Place goes to Kong Ying Ying.



The next day, EW 2021 continued with a webinar from a business expert, Mr. Hanif Parhin. He is the CEO of Acceptby. He presented a topic titled How to use WhatsApp for Business | WhatsApp Business App Tutorial for Small Business. This program aims to provide exposure to the effective and efficient use of WhatsApp in business. The program was organized on May 20, 2021 from 9:30 am to 11:30 am via Zoom. The program received participation from UNIMAS students as well as public. A total of 92 participants attended the program.





Next, we continue the webinar session with Shopee Malaysia. Ms. Atikah Sikun as a uni trainer will provide exposure on how to start a business with the e-commerce platform Shopee. The program was organized on May 20, 2021 from 2pm to 4pm via Zoom. The program received participation from UNIMAS students and the general public as many as 92 people.



On the last day of EW 2021, we will have a webinar with Mr Amirul Mokhtar entitled Stage One Startup: Digital Marketing. Mr. Amirul Mokhtar is the CEO of Aminiz Digital. The program was organized on May 21, 2021 from 9:30 a.m. to 11:30 a.m. via Zoom. The participant will know the importance of digital marketing for business, digital marketing channels, and digital marketing strategy after participating in this program. The program received participation from UNIMAS students as well as the public. A total of 78 participants attended the program.



Apart from the morning session, we also have another program in the afternoon session. This program is the last program for EW 2021. "POWER UP! Positive Mindset Bring Up to Success" was organized on 21 May 2021 from 2pm to 4pm via Zoom. This program is open to UNIMAS students as well as the general public. This program aims to present a topic on how to have positive thinking and how to achieve success through this positive thinking. The guest speaker for the program was Mr. Chua Kee Man. He is a lecturer of Faculty of Language and Communication. A total of 101 participants attended the program.



The Closing Ceremony of Entrepreneurship Week 2021 and the Launching of AKUsahawan Online Store was completed by Dean of FEB, Associate Professor Dr. Rossazana Bt Ab Rahim. The ceremony was also attended by Deputy Dean of Student Affairs and Alumni, Dr Janifer anak Lunyai, Advisors of Persatuan Mahasiswa Fakulti Perniagaan dan Ekonomi (PERFEP), Madam Esmie Obrin Nicol and Ms Joanne Shaza Janang, Advisor of AKUsahawan Club, Mr. Ahmad Syubaili Bin Mohamed, PERFEP exco and fellows students.

The ceremony began with the commencement of the national anthem Negaraku followed by UNIMAS gemilang. After that, opening remarks by the programme director of EW 2021 Chong Jia Chen. Next is the speech by Profesor Madya Dr Rossazana and officiate the closing of EW 2021 and the launch of AKUsahawan Online Store.



After that, the ceremony announced the competition for Business Kahoot 2.0 and Escape Puzzle Room Competition. Congratulations to all the winners. We have come to the end of closing ceremony. Before leaving, we have a photo session to commemorate this event. Hopefully will have such an event like this in the future.

POSTGRADUATE NEWS

FEB Big Welcome & Postgraduate Orientation Week

The FEB's Big Welcome & Orientation Week is the first step towards transitioning as a postgraduate student into a campus life with rich experiences. To ensure that the students are able to gain the most from their time here at FEB, we have lined up a comprehensive and exciting orientation programme to help settle them in and to get them started with their life as a postgraduate student.

The orientation is also supported by the FEB's Orientation Leaders who are a team of management representatives working collaboratively with Student Development Hub to assist new postgraduate students in their transition to university life during orientation week.

Orientation eases new students' transition and settling into FEB's education system, and the life and culture at our FEB Campus. It is a great chance to meet other new postgraduate students virtually and learn their way around.



UNIMAS 25
CORPORATE AND BUSINESS

FEB BIG WELCOME & POSTGRADUATE ORIENTATION WEEK

Get to know us

Date/Day : 10th April 2021 (Saturday)
Time : 09.00 am
Online Platform : [Zoom](#)

Session A
8.30 am : Registration / Check in QR Attendance
Welcoming Speech by Dr. Muhammad Asraf bin Abdullah
Doa Recitation
9.00 am : Speech by Dean
Assoc Prof Dr Rosazana Ab Rahim
9.30am – 9.45am : Speech by Deputy Dean Research and Commercialization
Assoc Prof Dr Doyang Afizah binti Awang Marikan
9.45am – 10.00am : Speech by Deputy Dean Student Affairs and Alumni
Dr Janifer Lumyal
10.00am – 10.45am: Get to know us session and Q&A

Session B
10.45am – 12.00pm : Session with Programme Coordinators

Speakers:
Doctor of Business Administration (DBA) (Dr Sophie Sulung bin Salla)
Corporate Master in Business Administration (CMBA) (Assoc Prof Dr Liew Khim Sen)
Postgraduate by Research (Dr Muhammad Asraf bin Abdullah)

Join Zoom Meeting
<https://us02web.zoom.us/j/85775529586?pwd=MTVlVGV5dU9lbnZ3ZjZ3Z3ovR2M0dFlod109>
Meeting ID : 857 7552 9586
Passcode : 617292

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Welcome to FEB!

We are delighted that numerous numbers of postgraduate students across the globe have chosen FEB and we want to give them the best introduction we can to how FEB works and what their time as a postgraduate student will be like.

Moreover, FEB elite academicians and staffs are ready and geared up to support the postgraduate students throughout their first E-orientation. Line-ups of engagement activities are prepared for the students, where FEB will navigate them and give them the best first-year experience!



Proposal Defense

20/01/2021 (Session 1)



ONLINE PROPOSAL DEFENSE



ECONOMICS

Time	Student	Supervisor	Thesis title
9.00AM-9.45AM	Tiu Chai Hui (PhD) 	AP Dr Dr. Dayang Affizah binti Awang Marikan (main-sup)	Omnichannel Shopping: Consumer mobile commerce channel adoption
9.45AM-10.15AM	Nur Shafiena Sidik (MSc) 	AP Dr Dr. Dayang Affizah binti Awang Marikan (main-sup) Dr Nor Afiza Abu Bakar (co-sup)	Comparison and Convergence of Women Entrepreneurship Determinants in Selected Asian and Western Economy

Wednesday
20 January 2021
9.00AM-10.15AM

Chairperson:
Prof Dr Mohamad Jais

20/01/2021 (Session 2)



zoom

Wednesday
20 January 2021
9.00AM-9.45AM

Chairperson:
AP Dr Dayang Affizah Awang Marikan

ONLINE PROPOSAL DEFENSE




FINANCE

Time	Student	Supervisor	Thesis title
9.00AM-9.45AM	Khalid Hafeez (PhD) 	Dr Salawati binti Sahari (main-sup) Dr Asri Marsidi (co-sup)	The Mediating Role of Credit Rating between Corporate Governance and Firm Performance in Pakistan

17/3/2021 (Session 1)

ONLINE PROPOSAL DEFENSE





ECONOMICS/ MANAGEMENT

Wednesday
17 March 2021
2.30PM-3.45PM

Chairperson:
AP Dr Evan Lau Poh Hock



Time	Student	Supervisor	Thesis title
2.30PM-3.00PM	Hazlin Binti Hamzah (MSc) 	AP Dr Dayang Affizah Awang Marikan (Main Supervisor) Haslan Ottot (Co-Supervisor)	BUILDING A CULTURE OF READING TO ENHANCE ENVIRONMENTAL KNOWLEDGE AMONG MALAYSIAN YOUTH
3.00PM-3.45PM	Quratulain Memon (PhD) 	Dr. Irma Yazreen binti Md Yusoff (Main-Supervisor) AP Dr. Kartinah binti Ayupp (Co-Supervisor)	OPTIMIZING THE WELL-BEING OF UNIVERSITY FACULTY AT WORK WITH ORGANIZATIONAL IDENTIFICATION



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17/3/2021 (Session 2)

**ONLINE
PROPOSAL
DEFENSE**



**zoom
ECONOMICS**

Wednesday
17 March 2021
2.30PM-3.45PM

Chairperson:
AP Dr Rossazana Ab Rahim



Time	Student	Supervisor	Thesis title
2.30PM-3.00PM	Teoh Hong Teng (MSc) 	AP Dr Mohammad Affendy Arip (Main-Supervisor) Miss Audrey Liwan (Co-Supervisor)	THE ANALYSIS OF FACTORS AFFECTING CHINESE TOURIST ARRIVAL IN ASEAN 4 COUNTRIES
3.00PM-3.45PM	Dhaif Allah Musaeed Dhaif Allah Al-Hamdhi (PhD) 	AP Dr Liew Khim Sen (Main-Supervisor) Dr. Jerome Kueh Swee Hui (Co-Supervisor 1) Dr. Nor Afiza Abu Bakar (Co-Supervisor 2)	THE ASYMMETRIC RESPONSE OF MACROECONOMIC INDICATORS TO SHOCKS OF OIL PRICE IN YEMEN



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Jubli Perak 25 Tahun
FEB UNIMAS

21/4/2021

**ONLINE
PROPOSAL
DEFENSE**



**Cisco
Webex
ECONOMICS/
MANAGEMENT**

Wednesday
21 April 2021
9.00AM-10.15AM

Chairperson:
AP Dr Kartinah Ayupp



Time	Student	Supervisor	Thesis title
9.00AM-9.45AM	Soo Xin Lin (PhD) 	Dr Jerome Kueh Swee Hui (Main Supervisor) AP Dr Rossazana Bt Ab Rahim (Co-Supervisor 1) Dr Josephine Yau Tan Hwang (Co-Supervisor 2)	CURRENT ACCOUNT IMBALANCES AND INDEBTEDNESS IN ASIA COUNTRIES
9.45AM-10.15AM	Chigbu Chisom Christian (MSc) 	Dr. Irma Yazreen binti Md Yusoff (Main-Supervisor) Dr Norizan Bt Jaafar (Co-Supervisor)	THE EXAMINATION OF THE INTERNAL AND EXTERNAL FACTORS AS THE DETERMINANTS OF SMES SUSTAINABILITY IN NIGERIA

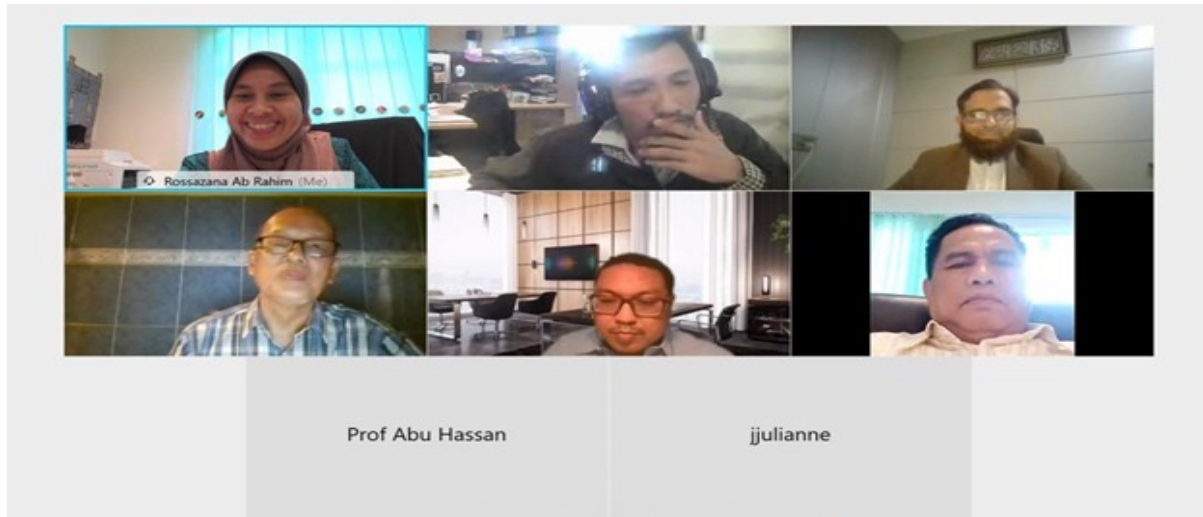


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Viva

19/1/2021



Congratulations to Mr Awais Ur Rehman who has passed his PhD viva thesis examination on 19 January 2021 under the supervision of AP Dr Muhammad Abdullah bin Zaidel (Main Supervisor) AND Prof Dr Mohamad bin Jais (Co-Supervisor).

Thesis title: Distance to Default of Malaysian Corporate Sukuk Issuers: The Role of Corporate Governance and Corporate Social Sustainability

External Examiner 1: Prof Dr Rosalan bin Ali - UiTM, Shah Alam

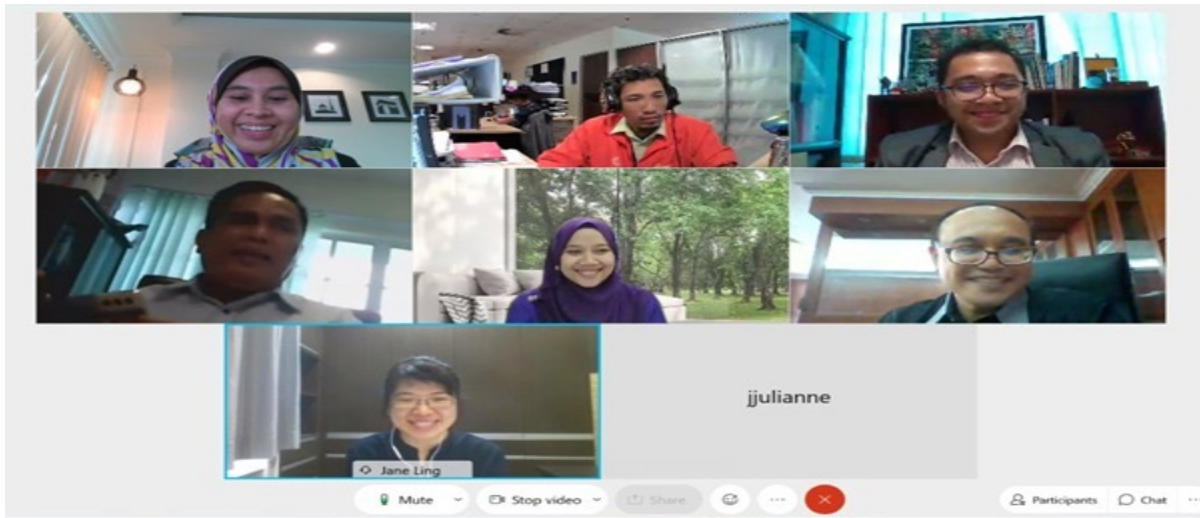
External Examiner 2: Dr Irwan Trinugroho - Universitas Sebelas Maret, Indonesia

Internal Examiner: Prof Dr Abu Hassan bin Md Isa

Chairperson: AP Dr Rossazana Ab Rahim



24/2/2021



Congratulations to Miss Jane Ling Seok King who has passed her PhD viva thesis examination on 24th February 2021 under the supervision of Dr Rayenda Khresna Brahmana (Main Supervisor) AND AP Dr Puah Chin Hong (Co-Supervisor).

Thesis title: Predicting the determinants of educational loan repayments performance among Malaysian graduates

External Examiner 1: Assoc Prof Dr Siti Nurazira Mohd Daud – UUM

External Examiner 2: Assoc Prof Dr Mohd Rahimie bin Abd Karim – UMS

Internal Examiner: Assoc Prof Dr Rossazana bt Ab Rahim

Chairperson: Prof Dr Mohamad bin Jais

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Congratulations

Miss Jane Ling Seok King
who has passed her PhD viva thesis examination
on 24th February 2021
under the supervision of Dr Rayenda Khresna Brahmana (Main Supervisor)
AND AP Dr Puah Chin Hong (Co- Supervisor).

Thesis title: Predicting the determinants of educational loan repayments performance among Malaysian graduates

External Examiner 1: Assoc Prof Dr Siti Nurazira Mohd Daud – UUM
External Examiner 2: Assoc Prof Dr Mohd Rahimie bin Abd Karim – UMS
Internal Examiner: Assoc Prof Dr Rossazana bt Ab Rahim

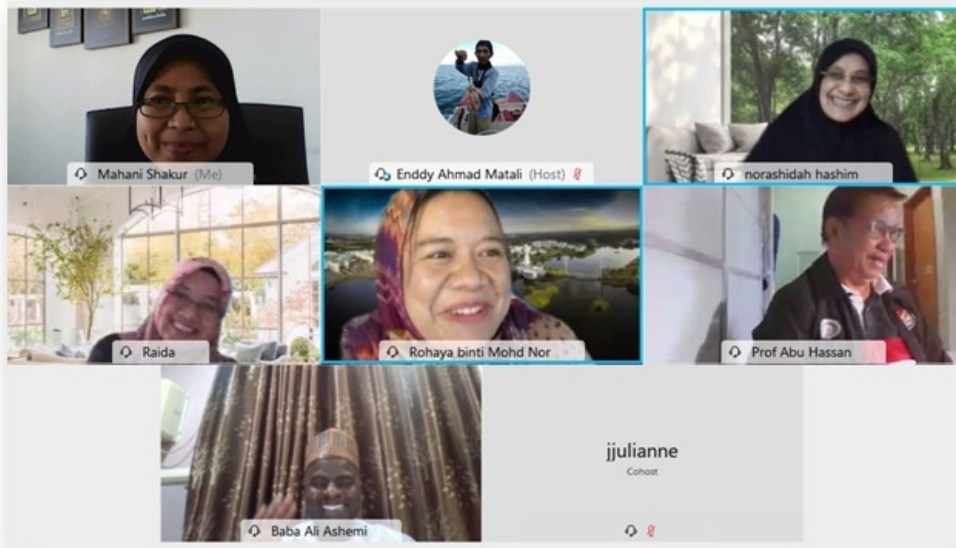
Chairperson: Prof Dr Mohamad bin Jais

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Congratulations

BABA ALI ASHEMI
who has passed his PhD viva thesis examination on
10th March 2021 under the supervision of
AP Dr. Rohaya binti Mohd Nor (Main Supervisor)
AND AP Dr Harry Entebang (Co- Supervisor)

Thesis title: **Women Entrepreneurship Motivation and Challenges
in The Context of Boko Haram Conflict in Northeast Nigeria**

External Examiner 1: **Assoc. Prof Dr Norasidah Binti Hashim (UUM)**
External Examiner 2: **Dr Raida binti Abu Bakar- UM**
Internal Examiner: **Dr. Mahani binti Abdu Shakur**
Chairperson: **Prof Dr Abu Hassan Bin Md Isa**

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Congratulations to Baba Ali Ashemi who has passed his PhD viva thesis examination on 10th March 2021 under the supervision of AP Dr. Rohaya binti Mohd Nor (Main Supervisor) AND AP Dr Harry Entebang (Co- Supervisor).

Thesis title: Women Entrepreneurship Motivation and Challenges in The Context of Boko Haram Conflict in Northeast Nigeria

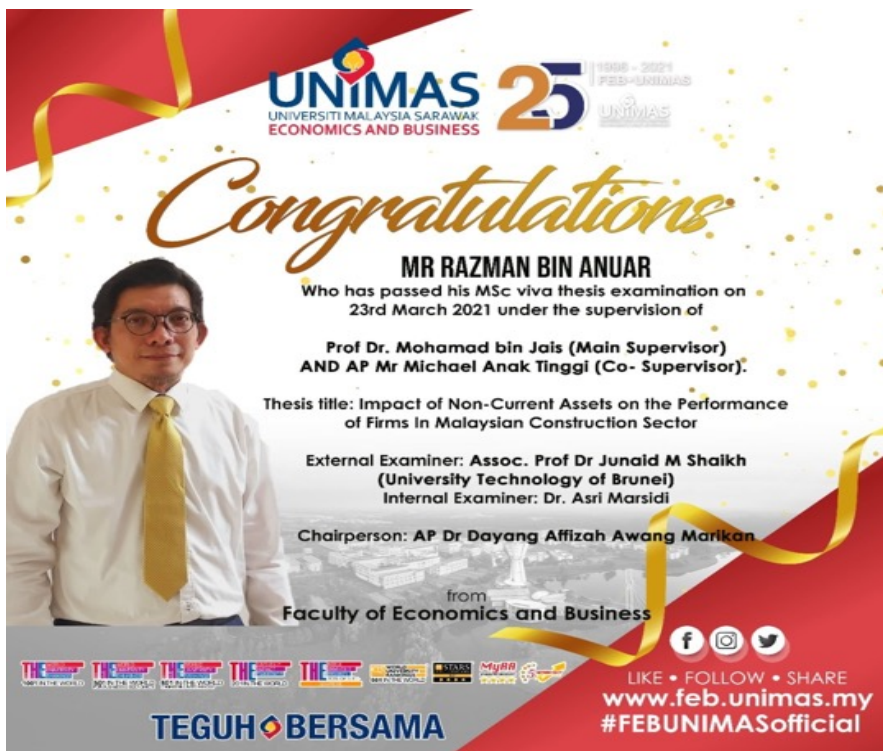
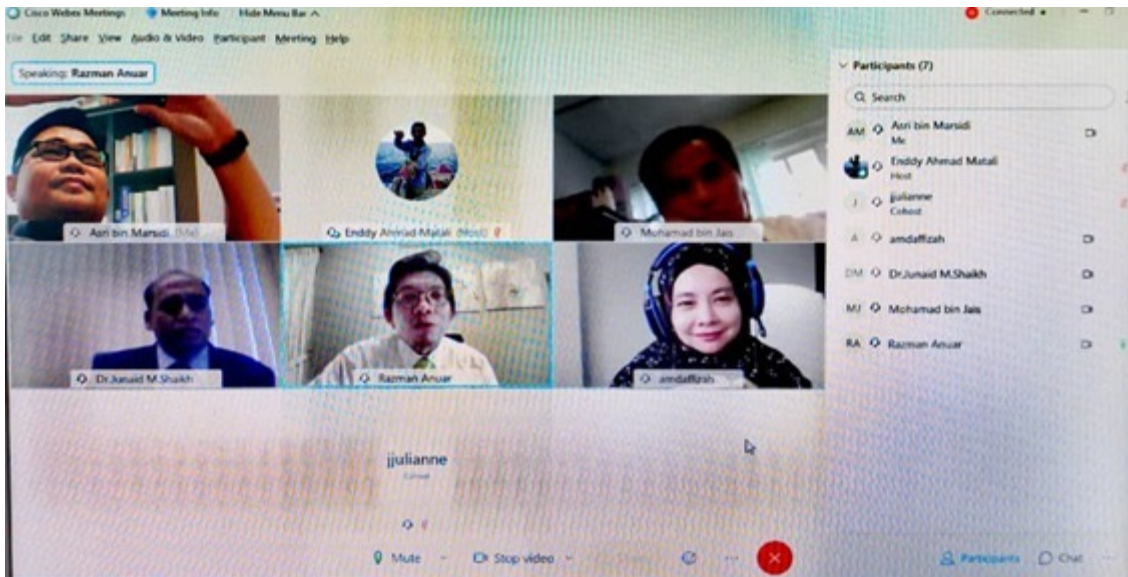
External Examiner 1: Assoc. Prof Dr Norasidah Binti Hashim (UUM)

External Examiner 2: Dr Raida binti Abu Bakar- UM

Internal Examiner: Dr. Mahani binti Abdu Shakur

Chairperson: Prof Dr Abu Hassan Bin Md Isa

23/3/2021

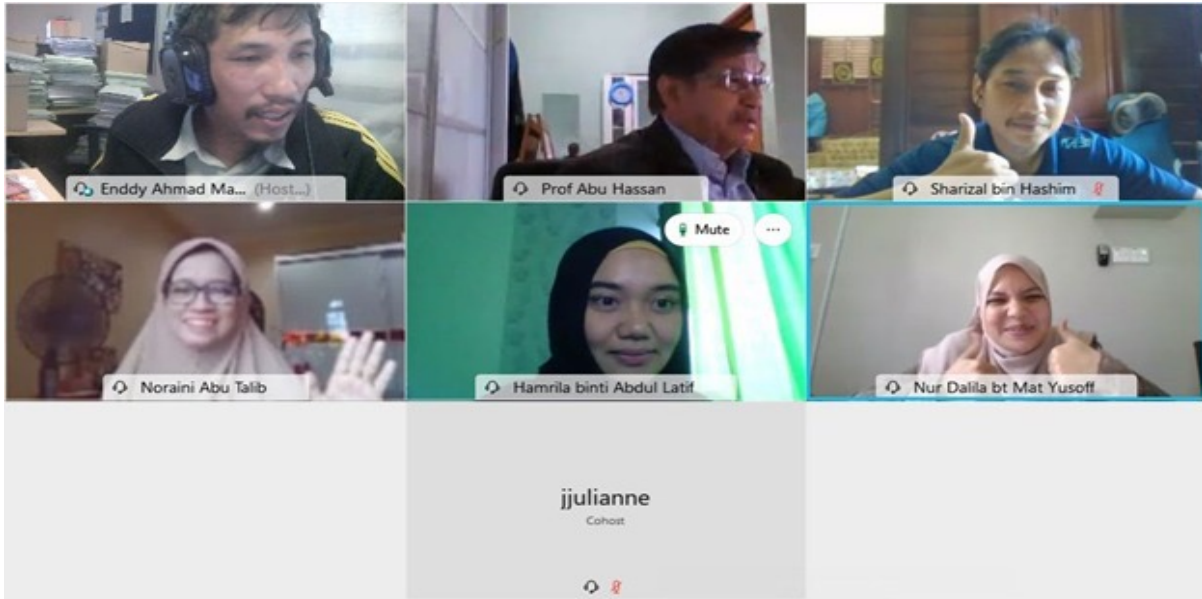


Congratulations to Mr Razman Bin Anuar who has passed his MSc viva thesis examination on 23rd March 2021 under the supervision of Prof Dr. Mohamad bin Jais (Main Supervisor) AND AP Mr Michael Anak Tinggi (Co-Supervisor).

Thesis title: Impact of Non-Current Assets on the Performance of Firms In Malaysian Construction Sector

External Examiner: Assoc. Prof Dr Junaid M Shaikh (University Technology of Brunei)
Internal Examiner: Dr. Asri Marsidi
Chairperson: AP Dr Dayang Affizah Awang Marikan

31/3/2021



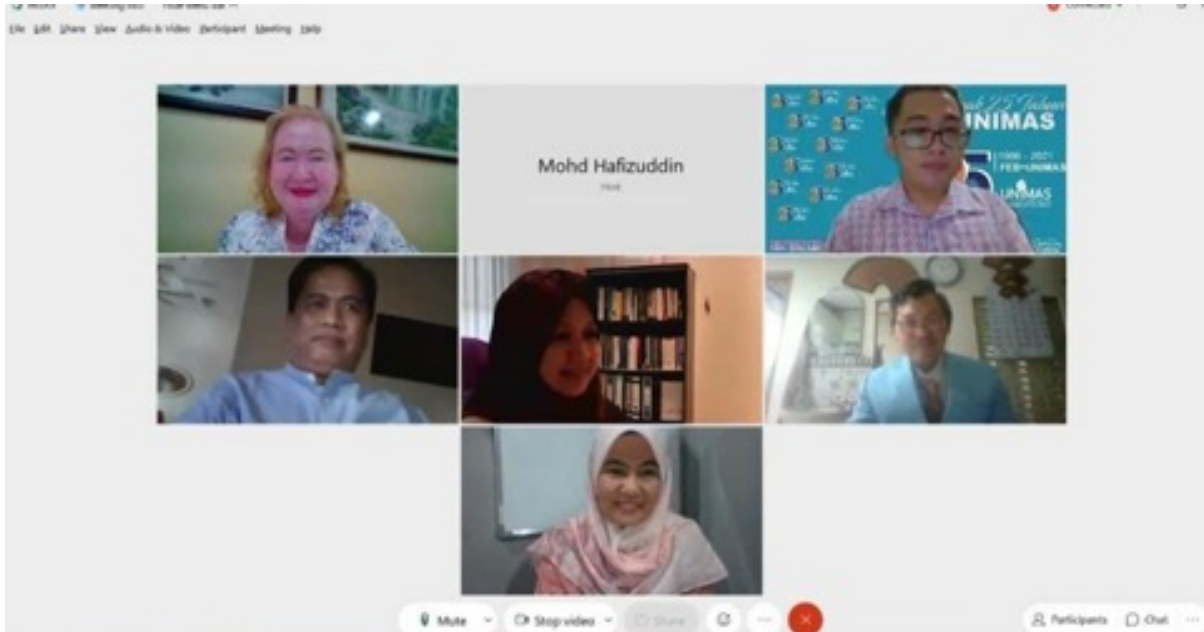
Congratulations to Ms Nur Dalila Binti Mat Yusoff who has passed her PhD viva thesis examination on 31st March 2021 under the supervision of Dr Hamrila binti Abdul Latip (Main Supervisor) AND Dr Norizan Binti Jaafar (Co-Supervisor).

Thesis title: Food Hawkers' Behaviour towards Environmentally Friendly Food Packaging: Personal Value as a Mediator



External Examiner 1: Assoc. Prof Dr Noraini Abu Talib (UTM)
 External Examiner 2: Assoc. Prof Dr Kalsom Abd Wahab- USIM
 Internal Examiner: Dr Sharizal bin Hashim
 Chairperson: Prof Dr Abu Hassan Bin Md Isa

24/5/2021



Congratulations to Ms Nur Farrahanie bte Ahmad Tarmizi who has passed her PhD viva thesis examination on 24th May 2021 under the supervision of Dr Rayenda Khresna Brahmana.

Thesis title: Assessing the Environmental and Firm Performance:
Moderating Effects of Political Connections

External Examiner 1:
Professor Dr Doddy Setiawan
(Universitas Sebelas Maret)

External Examiner 2: AP
Dr Corina Joseph (UiTM
Cawangan Kota Samarahan)

Internal Examiner: Dr Salawati
binti Sahari

Chairperson: Professor Dr
Mohamad Jais



28/5/2021



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Congratulations

MR SEYED ALIREZA SEYED AHMADIAN
who has passed his MSc viva thesis examination
on **28th May 2021**
under the supervision
of **Dr Rosita bt. Hamdan** (Main Supervisor) and
Dr Jerome Kueh Swee Hui (Co-Supervisor).

Thesis title: **Determinants of Malaysian Exchange Rate**

External Examiner : **Dr Tri Mulyaningsih- Universitas Sabelas Maret**
Internal Examiner: **Assoc Prof Dr Dayang Affizzah binti Awang Marikan**

Chairperson: **Assoc Prof Dr Evan Lau Poh Hock**

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Congratulations to Mr Seyed Alireza Seyed Ahmadian who has passed his MSc viva thesis examination on 28th May 2021 under the supervision of Dr Rosita bt. Hamdan (Main Supervisor) and Dr Jerome Kueh Swee Hui (Co-Supervisor).

Thesis title: Determinants of Malaysian Exchange Rate
External Examiner : Dr Tri Mulyaningsih- Universitas Sabelas Maret
Internal Examiner: Assoc Prof Dr Dayang Affizzah binti Awang Marikan
Chairperson: Assoc Prof Dr Evan Lau Poh Hock

MQAVA audit of MSc & PhD programmes



MSc and PhD Programmes for Business & Administration National Education Code (NEC code 340) which include Accounting, Finance, Management and Marketing field of studies were audited by MQA on 8-9 APRIL 2021.

Congratulations to Dr Muhammad Asraf bin Abdullah and the Faculty Postgraduate Committee (JKPS) team led by AP Dr Dayang Affizah binti Awang Marikan. Gratitude also conveyed to task force members who prepare documents of MSc and PhD programs including Prof Mat Jais, AP Dr Kartinah, AP Dr Liew, Dr Sophee, Dr Sharizal, Dr Norizan, Dr Khairul, Dr Rayendra, Dr Damien Lee and Dr Kyra Sin.

Well done FEB on the full accreditation certificate for both Master of Science (FA14684) and Doctor of Philosophy (FA14664) programs.



Postgraduate Association of Faculty of Economics and Business (PAFEB) Seminar Series

The Postgraduate Seminar Series is designed to facilitate informal discussion in a supportive and friendly environment. It is also a primary source of information - both from experienced postgraduate, colleagues, and from members of staff - about events, opportunities, developments within the school and administrative matters relevant to research.

It is our great pleasure to thank our respective speakers for taking the time to share some useful tips and tricks that are useful for our postgraduate students as they journey their postgraduate path. Indeed, all sessions are beneficial and provide in depth insights on what students need to know in order to grasp better understanding on their research topic.

PAFEB SEMINAR SERIES 1-2021

The poster for the PAFEB Seminar Series 1-2021 features a dark background with a blue diagonal stripe. At the top left is the UNIMAS logo, and at the top right is the PAFEB logo. The main title is "Sharing of Experience on 'Journey as a Postgraduate Scholar'". Below the title, it says "We'll see you there" and "15th January 2021 (Friday) 10am to 11am". A small photo of the speaker, Ian Gerard Umpang, is shown in a box labeled "INVITED SPEAKER: IAN GERARD UMPANG". To the right, the meeting details are listed: "PLATFORM: Webex", "MEETING NUMBER: 165 787 0221", "PASSWORD: MdR03J2M6A", and "MEETING LINK: https://unimas.webex.com/unimas/j.php?MTID=mc7dde35eddd1ab30217c8077c562d1e7". At the bottom, there are social media icons for email, Instagram, Twitter, and Facebook, all with the handle @pafebunimas.

Title: Sharing of Experience on 'Journey as a Postgraduate Scholar'

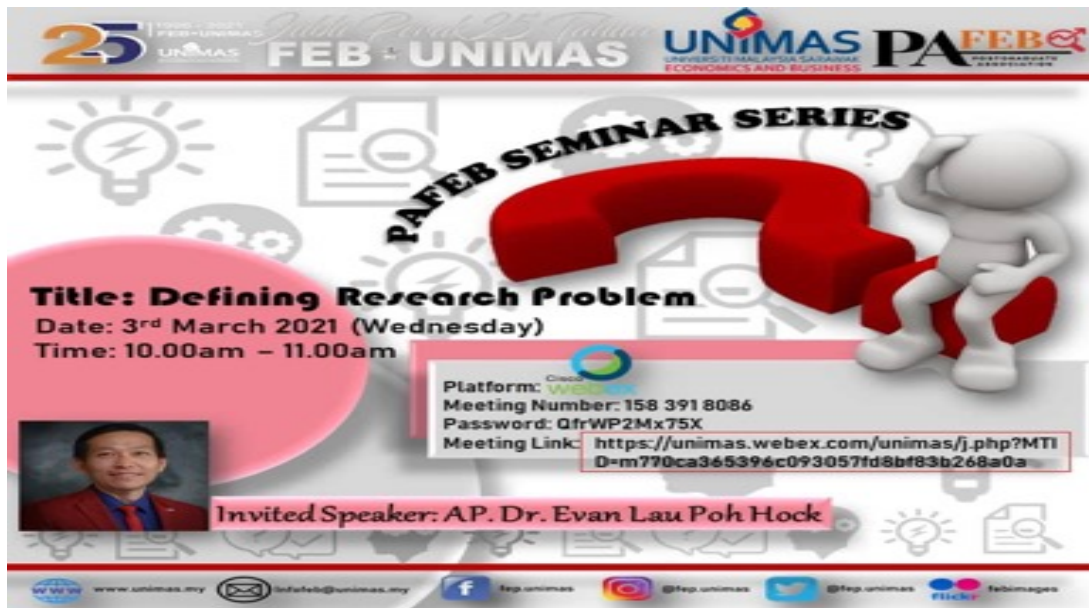
Date: 15th January 2021(Friday)

Time: 10am - 11am

Platform: Via Webex

Speaker: Ian Gerard Umpang, PhD Scholar, Faculty of Economics & Business

PAFEB SEMINAR SERIES 2-2021



The banner for the PAFEB Seminar Series 2-2021 features a white background with various icons like a lightbulb, gears, and a document. A large red ribbon graphic curves across the top. A 3D white figure is shown sitting on the ribbon. The text is arranged in a structured layout with a pink circular graphic on the left containing a speaker's photo.

Title: Defining Research Problem
Date: 3rd March 2021 (Wednesday)
Time: 10.00am - 11.00am

Platform: [Webex](#)
Meeting Number: 158 391 8086
Password: QfrWP2Mx75X
Meeting Link: <https://unimas.webex.com/unimas/j.php?MTI D=m770ca365396c093057fd8bf83b268a0a>

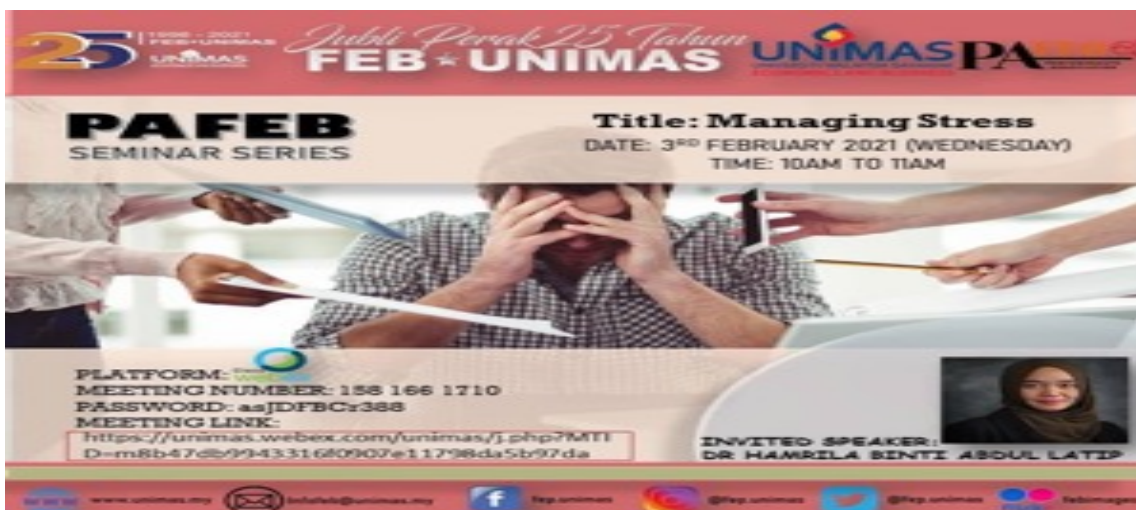
Invited Speaker: AP. Dr. Evan Lau Poh Hock

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Title: Defining Research Problem
Date: 3rd February 2021(Wednesday)
Time: 10am - 11am
Platform: Via Webex

Speaker: AP Dr Evan Lau Poh Hock, Senior Lecturer, Faculty of Economics & Business

PAFEB SEMINAR SERIES 3-2021



The banner for the PAFEB Seminar Series 3-2021 features a white background with a central image of a person covering their face in stress. The text is arranged in a structured layout with a pink circular graphic on the left containing a speaker's photo.

PAFEB SEMINAR SERIES

Title: Managing Stress
DATE: 3RD FEBRUARY 2021 (WEDNESDAY)
TIME: 10AM TO 11AM

PLATFORM: [Webex](#)
MEETING NUMBER: 158 166 1710
PASSWORD: aaJDFBCr368
MEETING LINK: <https://unimas.webex.com/unimas/j.php?MTI D=m8b47db9943316a0907e11798da5b97da>

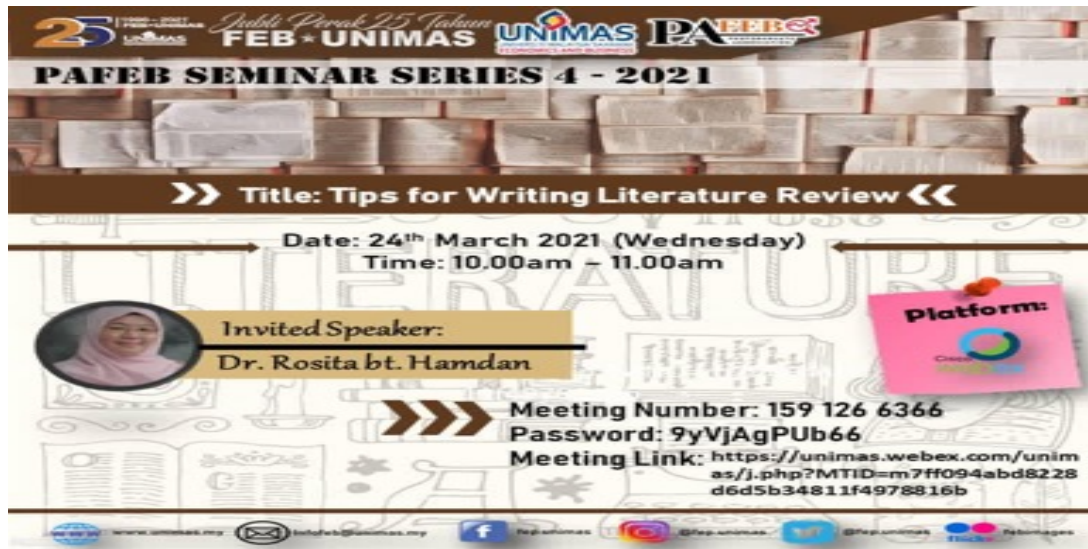
INVITED SPEAKER: DR HAMRILA BINTI ABDUL LATIP

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Title: Managing Stress
Date: 3rd February 2021(Wednesday)
Time: 10am - 11am
Platform: Via Webex

Speaker: Dr Hamrila binti Abdul Latip, Senior Lecturer, Faculty of Economics & Business

PAFEB SEMINAR SERIES 4-2021



The banner features a background of stacked books. At the top, it includes logos for FEB UNIMAS, Jubli Perak 25 Tahun FEB * UNIMAS, UNIMAS PA, and FEBEX. The main title is 'PAFEB SEMINAR SERIES 4 - 2021'. Below this, the title of the seminar is 'Title: Tips for Writing Literature Review'. The date and time are 'Date: 24th March 2021 (Wednesday)' and 'Time: 10.00am - 11.00am'. The invited speaker is 'Dr. Rosita bt. Hamdan', accompanied by her portrait. The platform is 'Platform: Webex'. Meeting details include 'Meeting Number: 159 126 6366', 'Password: 9yVjAgPUB66', and 'Meeting Link: https://unimas.webex.com/unimas/j.php?MTID=m7ff094abd8228d6d5b34811f4978816b'. Social media icons for Facebook, Instagram, and Twitter are at the bottom.

Title: Tips for Writing Literature Review

Date: 24th March 2021(Wednesday)

Time: 10am - 11am

Platform: Via Webex

Speaker: Dr Rosita binti Hamdan, Senior Lecturer, Faculty of Economics & Business

5th Borneo Business Research Colloquium (BBRC) 2021

The Borneo Business Research Colloquium (BBRC) is an annual event organized by Faculty of Economics and Business (FEB), Universiti Malaysia Sarawak (UNIMAS) and the 5th Borneo Business Research Colloquium (BBRC) was on 25th – 26th May, 2021. BBRC serves as a forum for all postgraduates and researchers to enhance their networks, expertise and research confidence. BBRC has been organized in four consecutive years since its inception in 2016 except in 2020 where the colloquium has been postponed owing to Covid-19. Suitable with physical distancing measure, this year's BBRC will be organized virtually via online presentation.



Online presentation is an effective and commonly used way of disseminating research in both academic and non-academic contexts. Distilling your research into an informative and visually engaging presentation of slideshows can be a challenge, but it can also be an effective way to extend your intuition and illustrate the impact of your work. The online colloquium enables the participants to leverage their ICT skills to effectively present their research outcomes to the audience. All entries will be reviewed by our qualified reviewers from your respective field of studies. On top of that, there will be Best Awards recognition such as Best Paper Awards, Best Presenter Awards and Best 3 Minutes Thesis Competition Awards.

Welcoming Speech by Dean of FEB- Associate Professor Dr. Rossazana Bt Ab Rahim

“I would like to extend my warmest welcome to all distinguished guests and participants of the 5th Borneo Business Research Colloquium, 2021 (5th BBRC, 2021), which is jointly organized this year on 25th – 26th May 2021 by the Faculty of Economics and Business, Universiti Malaysia Sarawak, Universiti Teknologi MARA Cawangan Sarawak, Sekolah Tinggi Ilmu Ekonomi Indonesia, Surabaya (STIESIA) and Universitas Malikussaleh.”
“BBRC serves as a forum for all postgraduates and researchers to enhance their networks, expertise and research confidence. BBRC has been organized in four consecutive years since its inception in 2016 except in 2020 where the colloquium has been postponed owing to Covid-19. Suitable with physical distancing measure, this year BBRC will be organized virtually.”

“The chosen theme for this year’s colloquium is “Digitalization of Research in New Norms and Challenges”. On a broader spectrum, this colloquium would serve as a platform for inspiring discussion on issues pertinent to Economics, Accounting & Finance and Business Management.”



Keynote Sessions

Keynote 1

Poverty Alleviation and Economic Resilience in the “New’ Normal

Dato’ Dr. Madeline Berma
Honorary Professor
UNIMAS



This presentation focuses on three issues: the impact of Covid-19 pandemic on the Malaysian economy, the government’s response to address the pandemic, and the stimulus packages to revitalise, recover and reform from the Covid-19 pandemic. The presentation begins by conceptualising the health-economic nexus of the Covid-19 pandemic. It highlights the short- and long-term impact of the pandemic on Malaysians and the economy, and the need to “flatten” both the health and economic curves. This will be followed by a discussion of the Government of Malaysia’s approach and responses to the pandemic to *safeguard* the livelihood of *Malaysians* and support economic recovery. The presentation concludes by proposing policy actions to alleviate poverty, strengthen economic resilience and enable the Malaysian economy to “bounce back” from the COVID-19 pandemic and accelerate economic recovery.

Keynote 2

Managing Sustainable Tourism Destinations in Indonesia during Pandemic of Covid-19

Dr Sulistyو Budi Utomo
STESIA, Indonesia



Since the Corona Virus Disease 2019 (COVID-19) outbreak in Indonesia on early March 2020, many social activities that involved large group of people were restricted, flights canceled and refunded, and tourism destinations closed. To stop the spread of Covid-19 Indonesian Government implemented Large-Scale Social Restrictions (PSBB) lasting for months. This policy prevented people from traveling. Thus, it had impacted Indonesia tourism industry in general. Hotels went bankrupt as no tourists at the destinations including Bali (The World’s popular destination). As a results, employees lost their jobs and Indonesia tourism industry is at stake. To mitigate this problems, tourism industry is now using digital marketing to promote the destinations. This concept is to keep tourism destination sustainability and expectedly to attract tourists visit post-pandemic of Covid-19.

Hence, many destinations are now offering virtual tours by using different platforms such as Zoom and Google Meet implemented by the Jakarta Good Guide and TelusuRI. In addition, museums and tourist destinations both national and international also provide similar services. Using qualitative methodology by conducting online interviews and observations, this research explores the participants’ experiences with the virtual tour. The result shows that the loss of actual travel sensation, no physical photo experience at the destinations, and unstable internet connection were some of the issues. Although virtual tour can never replace traditional travel, it still provides an interesting advantages. Through virtual tour, people are still able to enjoy a piece of relaxation during quarantine period. As an alternative tourism during COVID-19, virtual tour also helps those with physical limitation do traveling and reduce carbon footprint. In summary, virtual tour is one of the strategies to help Indonesia tourism industry to sustain during the pandemic as there are some small charges to access this service and it will be distributed to impacted local people at the destinations. Perhaps, this strategy can be implemented elsewhere.

Keynote 3

Dr. Mohd. Heikal, *Head of Management Department of Economics and Business Faculty, Universitas Malikussaleh, Aceh-Indonesia.*

Dr. Heikal is the head of the Center for Small Medium Enterprises at Universitas Malikussaleh (UKMC). His experience in assisting micro-entrepreneurs is enormous. The agency has collaborated with several large companies in Indonesia in implementing their CSR programs. Currently he is entrusted with managing the management department at Universitas Malikussaleh where the department with the highest number of students and lecturers has the best accreditation rating. He has an excellent background in strategic management and marketing knowledge. His concentration and dedication in assisting micro and small entrepreneurs in Aceh is very high.

Previously, he was assigned with honor to lead the university's quality assurance institution, where all university quality is his responsibility. And his success has succeeded in bringing Universitas Malikusaleh to a good accreditation ranking nationally. And currently he is also a national assessor of higher education in Indonesia (Lembaga Akreditasi Mandiri Ekonomi, Manajemen, Bisnis dan Akuntansi/LAMEMBA)



Islamic Economics Research: Contribution to Elevate The Welfare of Global Society

Presentation Summary

The importance of research cannot be separated from the development of science in general and has an impact on the development of human civilization. The more the quality of a research study can be ensured, the more significant its influence will be on the development of human civilization. Therefore, it is imperative to ensure that a study is carried out based on research best practices. There are three research topics in the category of Islamic economics that dominate globally, namely the philosophy of Islamic economics, Islamic economics and monetary policy as well as the impact of Islamic economic policies on general economic conditions. However, in detail, the research topic of Islamic economics includes Islamic economics and epistemology, Islamic economic history, political economy, gold and monetary policy, deposits and monetary policy, Islamic finance and economic growth and economic policy and financial stability. The concept of Islamic Economics basically offers ethical and fair values in all aspects of the economy. Ethical values are also embedded in the concept of Islamic economics in the management of state finances so that the welfare of all its people can be realized. Providing value of research that has been and will be carried out the following suggestion might be considered; 1. There should be an institution that manages research results both regionally and globally in the form of a data bank so that replication and repetition of the same research is no longer necessary. 2. Collaboration in conducting research is very important. The inclusion of stakeholders in a study will certainly produce findings that are more applicable in policy application.

Keynote 4

Sarawak Indian Muslim Entrepreneur: Revealing Secrets of Business Sustainability in Digital Era

AP. Dr. Haji Jati Kasuma Ali
Universiti Teknologi MARA Cawangan Sarawak



Keynote 5

Digitalization, Pandemic and Research





AP Dr. Evan Lau Poh Hock
UNIMAS

Abstract

Over a decade ago, smartphones do not exist while three decades before that, no one owned a personal computer. Nowadays, most of the us have personal devices that fit on our wrists that are just as powerful as the 'supercomputer' from the 1980s. The rise of technological revolution has enabled individuals, businesses and governments to do things differently, often more efficiently. Coupled with the recent pandemic further disrupt and shocked the society where it leaves no one behind, leading to economic damage and health crisis. As we are in the era of VUCA (volatility, uncertainty, complexity and ambiguity), we are call for rethinking research and development strategies in new normal growth trajectory. The pandemic is also accelerating the urgency for agility, adaptability and transformation into digital front for research journey. Promoting and fostering research partnership that cut across discipline and domain would be the way forward towards more resilience, equitable, inclusive and sustainable development pathways post-pandemic. To this end, the twin disruption is here to stay– it is time to act and turn it into opportunity.



Workshops

<p>Workshop 1 <i>Supervisor-Student Communication</i></p> <p>Dr Widyana Verawaty Siregar Universitas Malikussaleh, Indonesia</p>	
<p>Workshop 2 <i>SEM/SMART PLS</i></p> <p>Professor T Ramayah Universiti Sains Malaysia FEB visiting Professor</p>	
<p>Workshop 3 <i>Introduction to Meta Regression Analysis</i></p> <p>Dr Abdul Jabbar Abdullah Universiti Teknologi MARA Cawangan Sarawak</p>	
<p>Workshop 4 <i>Doing Research by using Qualitative Method</i></p> <p>Dr. Sulistyo Budi Utomo STESIA, Indonesia</p>	

List of 5th BBRC 2021 Winners



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5th BBRC 2021

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Digitalization of Research in New Norms and Challenges
25th – 26th May 2021

Best Presenter (Management)
Felix Anak Bennet
Gerald Lai Muk Yoong

Best Presenter (Economics) for Colloquium
Nur Rasyiqah binti Adam

Best Presenter (Accounting & Finance)
Prihatnolo Gandhi Amidjaya

Organizer: UNIMAS PA FEB
Co-organizer: UNIVERSITI TEKNOLOGI MARA, STIESIA



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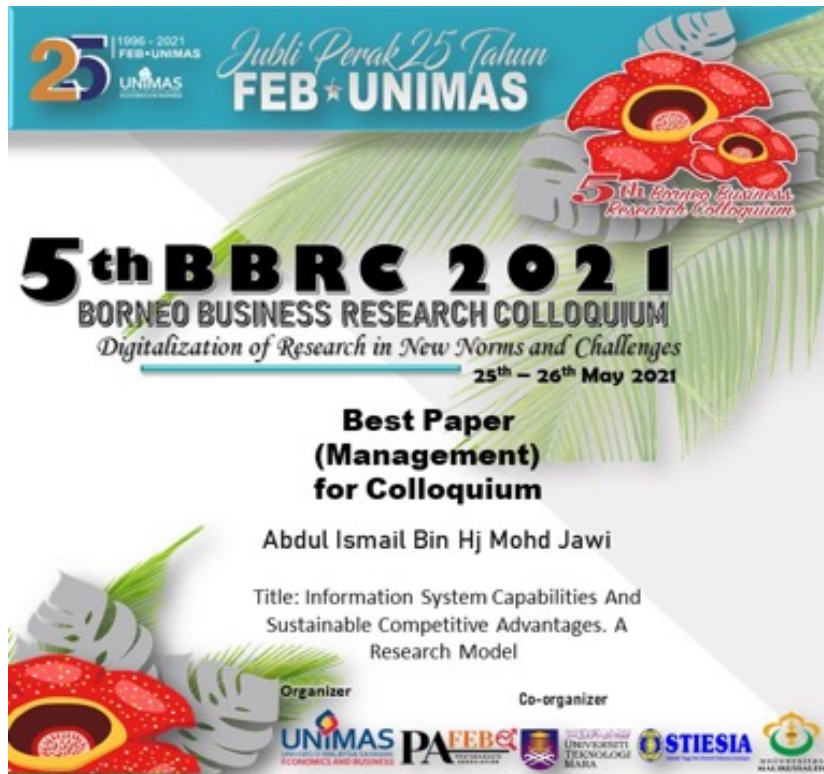
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BORNEO BUSINESS RESEARCH COLLOQUIUM
Digitalization of Research in New Norms and Challenges
25th – 26th May 2021

Consolation Prize for Best Presenter

Siti Farah Binti Edwin
Dedi Hariyanto
Waqar Munir

Organizer: UNIMAS PA FEB
Co-organizer: UNIVERSITI TEKNOLOGI MARA, STIESIA



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BORNEO BUSINESS RESEARCH COLLOQUIUM
Digitalization of Research in New Norms and Challenges
25th – 26th May 2021

**Best Paper
(Management)
for Colloquium**

Abdul Ismail Bin Hj Mohd Jawi

Title: Information System Capabilities And Sustainable Competitive Advantages. A Research Model

Organizer
UNIMAS PA FEB & STIESIA

Co-organizer
UNIVERSITI TEKNOLOGI MARA



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BORNEO BUSINESS RESEARCH COLLOQUIUM
Digitalization of Research in New Norms and Challenges
25th – 26th May 2021

**Best Paper
(Economics)
For Colloquium**

Catherine Anak Pangkas

Title: Visiting Motivation And the Conversation Value of Iban Longhouse Homestay

Organizer
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BORNEO BUSINESS RESEARCH COLLOQUIUM
Digitalization of Research in New Norms and Challenges
25th – 26th May 2021

**Best Paper
(Finance & Accounting)
for Colloquium**

Muhammad Sadiq Malik

Title: Analysing Impact of Efficiency, Profitability, and Risk Management on Sustainable Performance of the Pakistani Banks

Organizer

Co-organizer

UNIMAS UNIVERSITI MALAYSIA SARAWAK
ECONOMICS AND BUSINESS

PA POSTGRADUATE ASSOCIATION

UNIVERSITI TEKNOLOGI MARA

STIESIA *Untuk Tunggul the Common Interest Sarawak*

UNIVERSITAS MALIKUSSALEH

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BORNEO BUSINESS RESEARCH COLLOQUIUM
Digitalization of Research in New Norms and Challenges
25th - 26th May 2021

5th Borneo Business Research Colloquium

Best Presenter for Three Minute Thesis Competition (3MTC)

1. Richeal Phil Thien Kim How (UM)
2. Chia Chuong Shing (UNIMAS)
3. Dayang Hummida Abang Abdul Rahman (UiTM)

Organizer: UNIMAS PA FEB
Co-organizer: UNIVERSITI TEKNOLOGI MARA, STIESIA

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Consolation Prize for Three Minute Thesis Competition (3MTC)

Maklen Ali
Mu Mu Theint
Siew Ke Lin

Organizer: UNIMAS PA FEB
Co-organizer: UNIVERSITI TEKNOLOGI MARA, STIESIA

Congratulations to all winners and participants, your presence has made this event a success.

BBRC 2021 Organizing Committee



Advisor
Dr. Muhammad Asraf bin Abdullah



Chairman
Sally Ann Yap
Yu Ing



Vice Chairman
Ratna Binti
Jeffry



Secretary
Dayang Nur Fa'izah
Binti Abang Ahad



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