

INSIDE ahibs

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Azman Hashim International Business School (AHIBS), Universiti Teknologi Malaysia (UTM) is committed to the development of innovative and entrepreneurial leaders who contribute to the advancement of knowledge, societal wealth and well-being. AHIBS offers academic programs, executive education, research and consultancy services in business management.

Learning

Customer Relationships Management (CRM) 2.0 Webinar Series



As cliché as it sounds, ‘customer is king’ is still a key and prevailing mantra in many businesses. As consumers are becoming more educated and tech-connected, maintaining close relationships with them is key to build strong customer loyalty. This aspect is emphasized in AHIBS Customer Relationship Management (CRM) 2.0, a program that invites industry speakers to share their industry practices and customer management with AHIBS students. AHIBS CRM 2.0 is a dedicated webinar series hosted by the Department of Business Administration (AHIBS Johor Bahru) for the Bachelor of Management (Marketing). According to the Program Head, Dr. Grace Thoo Ai Chin, the webinars are very important to provide their undergraduate students to understand the realities, challenges and importance of maintaining good relations with customers.

‘Through sharing of invited speakers, our students learn about the relevant activities, strategies, and technologies that companies use to manage their interactions with their current and potential customers’, Dr. Grace said. ‘This element is necessary as our students can appreciate the reality of business to add on to the lessons they learn in class’, she added. Throughout April 2021, ten webinar series have been conducted involving practitioners from large companies and small-medium enterprises from the Antern Group, Zurich Takaful, Brandt International, Maqan, Dscaff Group, MGR, HERMS, Digitor, and Bank Islam. The CRM2.0 program is also open to the public through the online Webex platform. Industry sharing session is a regular curriculum component in all AHIBS academic programs to provide a holistic foundation in business and management.

Contact us to find out more about our programs

People

Dr. Mohd. Khairuddin's Social Innovation Project on Bee-Modular Box for B40 Economic Development



Bee-Modular Box is an economic development project, led by AHIBS young researcher Dr. Mohd Khairuddin bin Ramliy, to assist the B40 group to improve their economic resilience. Compared to the conventional method that uses wooden boxes, the Bee-Modular Box is designed from sustainable and durable materials to ensure it stands the Malaysian weather for at least 10 years. A special type of bees called 'kelulut' (meliponines or stingless bees) is used for this project to produce honey. According to Dr. Khairuddin, 'kelulut bees are very tiny and breed easily. Despite their small size, they can produce a good amount of honey, so it is a good additional income for the breeders'. The pilot project involves strategic quadruple-helix collaborations between AHIBS UTM with the Ministry of Technology, Science and Innovation (MOSTI), Simpang Renggam District Council (MDSR), Koperasi Eco Usahawan Johor Berhad, and the local communities. Dr. Khairuddin is awarded the Social Innovation Grant of RM216,000 from MOSTI to fund the project. A total of 100 families from the B40 group are chosen to receive the Bee-Modular Box, set up at the Tapak Nurseri MDSR, Renggam, Johor.

As of today, the project has shown excellent progress and managed to increase the reputation of the Renggam district. The project has attracted the attention of several government delegates with visits from the Chief Minister of Johor, Dato' Ir. Hasni bin Mohammad; YB Tuan Haji Ayub bin Jamil (Exco Perumahan dan Kerajaan Tempatan); YB Datuk Onn Hafiz Bin Ghazi (Exco Pelancongan, Belia dan Sukan); YB Datuk Haji Samsolbari Bin Jamali (Exco Pertanian, Industri Asas Tani dan Kemajuan Luar Bandar); and Tuan Haji Jamaludin Bin Haji A. Hamid (Renggam District Officer). Other than providing the Bee-Modular Box, the participants also receive training and coaching in business, marketing, and branding to nurture their entrepreneurial mindset and help them generate additional income. The progress and commitment of each participant are monitored through scheduled visits and site maintenance. The kelulut honey has a lot of health properties. The industry can potentially grow bigger in the next few years. If this happens, kelulut farming through the Bee-Modular Box can help many more families to create a new source of stable and sustainable income.

STUDENTS / ALUMNI

Solid Foundation for Successful Career



'AHIBS program provides a solid foundation for corporate career' - this is the remark made by our alumni, Mr. Zulfadhli Marjo, a graduate of Bachelor in Management Technology (year 2000). Selecting the International Business as the program specialization, young Zulfadhli was passionate to learn about foreign businesses to take part in the global market. According to him, courses such as international management (SHB4593), introduction to industrial engineering (SMU3803), programming technique (DCP2023), and business strategy (SHB4583) were responsible for introducing him to the areas of business, technologies, and global economy. The knowledge is relevant and applicable in building his career in the corporate world. With this foundation, he is able to appreciate his job better. Zulfadhli describes himself as a Trade Finance and Supply Chain Finance enthusiast with almost 20 years of experience in the industry. Zulfadhli has served many big names in the banking and finance industry. He is presently the Vice President (Business Development and Trade) at Maybank Islamic Berhad. Previously, he was with the Standard Chartered Saadiq Berhad, Standard Chartered Bank, Maybank, OCBC Bank, and AmBank Group.

At Maybank, Zulfadhli was instrumental in developing the country's first-of-its-kind Islamic Risk Participation product by adopting international standards for international product acceptance and was successful as the catalyst in growing the Islamic trade business, trade finance assets, and revenues with several leading initiatives. At Standard Chartered, he operationalized the first Islamic Cross-Border Supply Chain Financing programme between Malaysia, Singapore, and Middle East worth USD70 million. He is currently involved in a few industry projects with regulators, such as distributor ledger using the blockchain technology, and recently in the Cakna Scheme that provides a funding facility to small and medium enterprises (SMEs) as part of the government's pandemic recovery measure. Zulfadhli believes that knowledge is never constant and always seeks opportunities to develop himself. Since UTM, he has upgraded his skills trajectory with an MBA and is now pursuing his doctoral degree. Zulfadhli, a father of two, is the Chairman of Parents-Teachers Association at a local school. He aspires to climb higher in the leadership position in the corporate world but at the same time contributes his experience and knowledge to society.

Contact our team to share with us your news.

EVENT

Ramadhan Kareem



AHIBS welcomes the holy month of Ramadhan this year on April 13th. It is the most awaited event where Muslims engage in self-reflection, revelation, revolution, and restoration of their hearts and souls. Muslims will fast in the day, intensify their religious obligations, and perform good deeds to seek blessings from the Almighty. It is a month of generosity where giving sadaqah and zakat (charities) are performed for spiritual reasons.

We wish our Muslim friends, students, and partners a blessed Ramadhan. May our prayers are granted, sins forgiven, and deeds rewarded.



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