

9<sup>th</sup> Edition - April 2021  
**e-Bulletin**  
@AAGBS

**ARSHAD AYUB GRADUATE BUSINESS SCHOOL**

Universiti Teknologi MARA,  
40450 Shah Alam,  
Selangor Darul Ehsan, MALAYSIA

**GET IN TOUCH**

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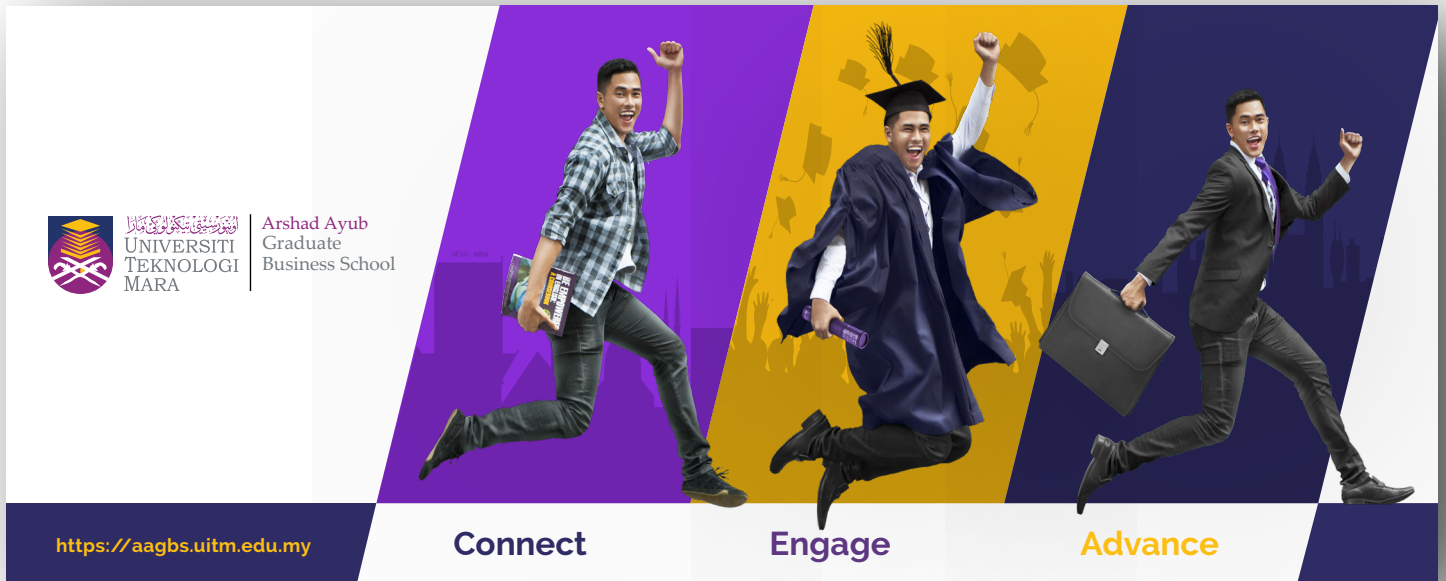
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UNIVERSITI  
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# Welcome New AAGBS Students

**SEMESTER MARCH – AUGUST 2021**

“The larger the island of knowledge,  
the longer the shoreline of wonder.”

~Marilyn vos Savant



# AAGBS Top Management

*Congratulations*  
On Your Appointment



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# Majlis

## JASAMU DIKENANG 2020

### Bersara Wajib 2021



Assoc. Prof. Dr.  
Mazila Md Yusuf



Prof. Dr.  
Norlida Abdul Hamid



Prof. Dr.  
Roshidi Hassan



Prof. Dr.  
Rosmimah Mohd Roslin

### Khidmat Setia 20 Tahun



Assoc. Prof. Dr.  
Norzanah Mat Nor



Assoc. Prof. Dr.  
Siti Zaleha Sahak

### Khidmat Setia 30 Tahun



Dr.  
Teo Boon Chui



Assoc. Prof. Dr.  
Abdul Rahman  
Abdul Rahim



Assoc. Prof. Dr.  
Saridan Abu Bakar



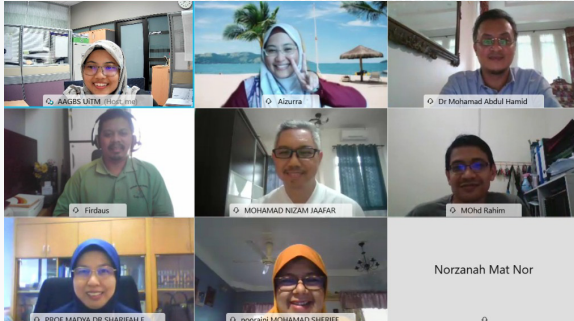
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**VIVA VOCE**

# Congratulations

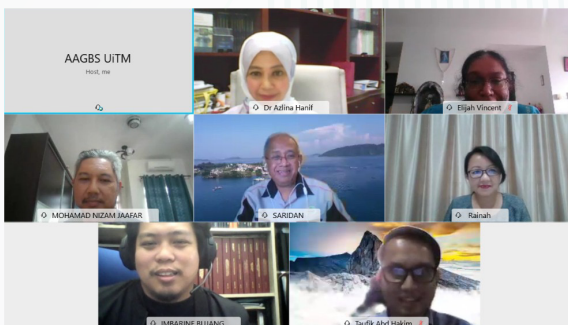
to the students for passing their  
DBA VIVA VOCE



26 March 2021

**Aizurra Haidah Abdul Kadir**

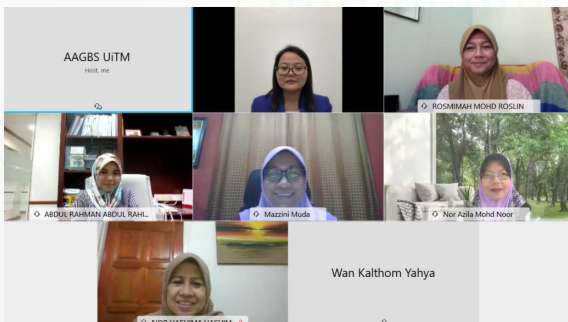
Thesis title:  
Realisation Of Maqasid Al-Shariah Using Value-Based Intermediation (VBI) In Islamic Banks.



12 March 2021

**Rainah Binti Ginsad**

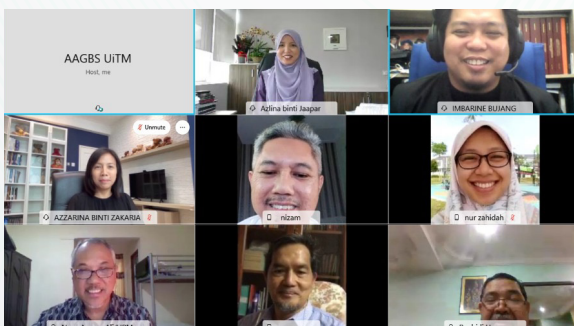
Thesis title:  
The Role of Government Expenditure (Productive And Non-Productive) Towards Housing Prices In Emerging And Advanced Economies.



2 March 2021

**Nurul Aqmar Binti Zaidun**

Thesis title:  
The Moderating Effect Of Brand Trust On The Relationship Between Customer Brand Engagement And Brand Loyalty For Local Brands In Malaysia.



11 February 2021

**Azlina Binti Jaapar**

Thesis title:  
Leadership Behaviour And innovative Work Behaviour In Perbadanan Kemajuan Negeri Selangor: The Mediating Effect Of Psychological Empowerment.



25 January 2021

**Saiyid Abdallah Syahir Al-Edrus**

Thesis title:  
An Empirical Study of Donors' Acceptance in Crowdfunding Platforms: Extending UTAUT2 With Trust.



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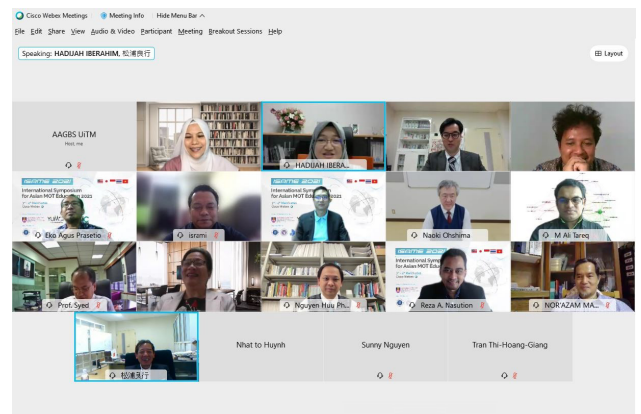
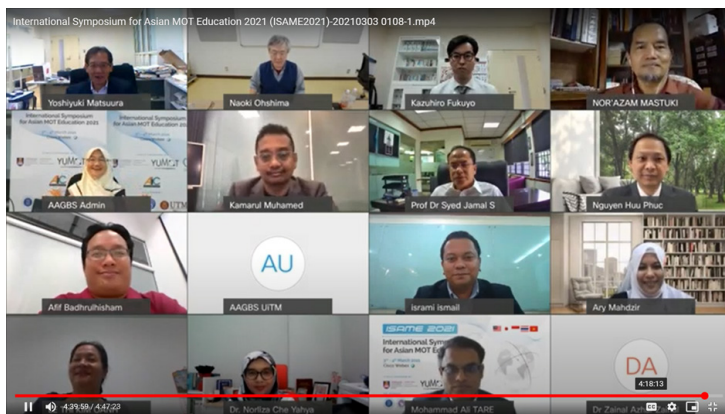


Arshad Ayub Graduate Business School has successfully hosted the online International Symposium for Asian Management of Technology Education (ISAME 2021) on 3rd and 4th March 2021. ISAME 2021 was jointly organised with Asia Innovation Center, Yamaguchi University, Japan. The theme of ISAME2021 is Digital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

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

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

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





Congratulations to Deewasnari Muddat, our DBA student at UiTM Kota Kinabalu campus for winning the Best Paper Award at the 9th International Borneo Business Conference jointly organised by Universiti Malaysia Sabah and Universiti Malaysia Sarawak on 3rd March 2021. Deewa's winning paper was accepted without any modifications and he presented the paper very well. AAGBS also congratulates the supervisors, Dr Nabila Azwa Ambad and Prof Dr Rosmimah Mohd Roslin for the firm support given. This is indeed a commendable feat and we wish Deewa all the best and may he continue to excel.



# AAGBS

## Webinar Series / Workshop

**AAGBS Knowledge Sharing Session**

Topic:  
**Graduating Into The School of Life: What's It Like And How You Can Ready For It**

Thursday | 18 March 2021  
10.00 AM – 12.00 PM  
Cisco Webex

**Mr. Iskandar Shah Zulkarnain**  
Chief Financial Resources Officer,  
Bank Islam Malaysia Bhd

<https://argo.paga.link/4hrsp>

**TAKLIMAT CARA-CARA MENGISI BORANG ETIKA PENYELIDIKAN**

Rabu | 10 Feb 2021  
9.30 – 11.30 Pagi  
Cisco Webex

<https://argo.paga.link/C5kat>

Penceramah  
**Prof. Madya Dr. Nor Hashima Hashim**  
Professor Madya @ Arshad Ayub Graduate Business School  
Terbuka kepada semua pelajar AAGBS

**SERTAI KAMI**

**AAGBS Knowledge Sharing Session**

Webinar:  
**Knowledge Transfer Programme (KTP)**

Friday | 5 March 2021 • 10.00 AM – 12.00 PM

Panelist:  
**Assoc. Prof. Dr. Hashibullah Ismail**  
Director, Industry Network Centre  
Industry, Community and Alumni Network (ICAN)

Panelist:  
**Assoc. Prof. Dr.-Ing. Oskar Hasdinar Hassan**  
Senior Lecturer, Faculty of Art and Design  
Universiti Teknologi MARA (UiTM), Shah Alam

**JOIN US**  
CISCO WEBEX

<https://argo.paga.link/Z2L4vh>

**AAGBS Knowledge Sharing Session**

Topic:  
**Enhancing Entrepreneurial Skills: Opportunities from Problems**

Thursday | 11 March 2021  
10.00 AM – 12.00 PM  
Cisco Webex

**Assoc. Prof. Dr. Rohana Ngah**  
Entrepreneurship Lecturer,  
MAMBAU, Universiti Teknologi MARA

<https://argo.paga.link/0rlyg>

**Enduring Challenges in the New Decade: Is the Current Global Scenario Driving or Limiting Business Potential?**

January 16 Saturday, 2021 | 10-12.45pm

**Aidi Izhom**  
Executive Director / Chief Executive,  
Raiz Malaysia

**Ahmad Zaki**  
Business Owner,  
Samurai Yakiniku, Setia Alam

**Join us!**

<https://meet.google.com/eex-kzry-inx>

**AAGBS VIRTUAL OPEN DAY**

Saturday | 23 January 2021  
9.00 AM – 11.00 AM  
Cisco Webex

\* Open to all. Come and join us to know more about postgraduate studies.

**Dr. Wafida Ahmad**  
Head of Postgraduate Studies  
Arshad Ayub Graduate Business School

**Dr. Mohamed Nizam Jaafar**  
Arshad Ayub Graduate Business School

**Dr. Nor Inani Mohd Isahar**  
Arshad Ayub Graduate Business School

**ARSHAD AYUB GRADUATE BUSINESS SCHOOL**

MG1786  
GLOBAL BUSINESS STRATEGY

Topic:  
**GLOBALIZATION: OPENING THE DOORS FOR PROSPEROUS BUSINESS IN CHINA**

Date, Time & Venue  
19 JANUARY 2021 @ 9.00AM - GOOGLE MEET  
<https://meet.google.com/vrvdaj-elt>

**FAHEEM AHMAD**  
DIRECTOR OF HIRAHTRADING  
12 YEARS IN GUANGZHOU

**ADVISOR**  
DR. HERWINA ROSNAN

**EVENT ORGANIZERS**  
AQLIAH NOORDIN, MAHITHAH MOHAMMAD, AIDA GHAZALI

**IMM WEBINAR 2021**

**PUTRA Business School**  
Nurturing Future Leaders

**LIVE FROM JAKARTA**

**ENTREPRENEURIAL MARKETING: THE OMNI HOUSE**

BY **HERMAWAN KARTAJAYA**  
Founder & Chairman of Marketing, Inc & Founder of Asia Marketing Federation

In these challenging times, business dynamics, changing customer behaviour and evolving competitive drive us to embrace the Entrepreneurial Marketing Spirit.

Learn about The Omni House: The Integration of Creativity & Productivity, Innovation, Entrepreneurship, Professionalism and Leadership to keep ahead of the Competition!

16<sup>th</sup> MARCH 2021 | TUE | 10.00 - 11.00 AM | FREE ENTRY  
MALAYSIA TIME (GMT+8)

REGISTER NOW  
[www.bit.ly/omnihouse](http://www.bit.ly/omnihouse)

Co-organized by:  
SEGI, MAMBAU, MAMBAU

# Thousand of Thanks & Appreciation



*Thank you!*

**YBHG. PROF. EMERITUS DATUK  
IR. DR. MOHD AZRAAI KASSIM**

for your service as  
Vice Chancellor, Universiti Teknologi MARA (UiTM)

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*Thank you!*

**YBHG. PROF. DR.  
ROSHIDI HASSAN**

for your service with  
Universiti Teknologi MARA (UiTM)

# Thousand of Thanks & Appreciation

*Thank you!*

**YBHG. PROF. DR.  
ROSMIMAH MOHD ROSLIN**

for your service as  
**Deputy Dean (Academic),  
Arshad Ayub Graduate Business School,  
Universiti Teknologi MARA (UiTM)**

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*Thank you!*

**YBHG. ASSOC. PROF. DR.  
NOR HASHIMA HASHIM**

for your service as  
**Deputy Dean (Research, Consultancy, Publication &  
Student Development),  
Arshad Ayub Graduate Business School,  
Universiti Teknologi MARA (UiTM)**

# Welcome to New AAGBS Lecturers



*Welcome!*

**DR. SURIANA RAMLI**

[surianaramli@uitm.edu.my](mailto:surianaramli@uitm.edu.my)

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*Welcome!*

**DR. NUR ARFAH MUSTAPHA**

[arfahmustapha@uitm.edu.my](mailto:arfahmustapha@uitm.edu.my)



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Arshad Ayub  
Graduate  
Business School

## ARSHAD AYUB GRADUATE BUSINESS SCHOOL

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