

# The EkoBiz

Volume 2

Newsletter

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1996 - 2021  
FEB • UNIMAS



photo by elvinjawol\_photography



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# Dean's Message



Welcome to the 2nd volume of FEB's EkoBiz. Here in this Faculty, we encourage our staffs to collaborate not only amongst the staffs in this Faculty but also outside of the Faculty within the broader UNIMAS community and even beyond, outside of the university, especially with industry, the various local communities and other stakeholders. Through these collaborations our activities would be sustainable and produce the greatest impact. Remember, all big things start small.

The EkoBiz is made possible by the efforts of many Faculty staffs especially the Editor team Dr Nur Constance Wah, Mr Ahmad Syubaili, Mr Hairullizam bin Azemi, Ms Joanne Shaza Janang and Ms Nur Nadhira Baharuddin. Therefore, I would like to thank all contributors to EkoBiz. May we all be in good health and in good spirits to take on the challenges the future has in store.

AP Dr Rossazana Ab Rahim  
Dean

# From Chief Editor's Desk

Assalamualyikum warahmatullahi wabarakatuh,  
Warm greetings from the EkoBiz Editorial Board (2020-2021) to all readers,  
It gives me an immense pleasure to be the Editorial-in-Chief of EkoBiz Newsletter, and I thank you for giving the opportunity to serve in this manner. I would like to thank all our Editorial Board members, the faculty members, and the contributors in making this Volume 2 EkoBiz in working shape. I hope and pray that with the help of all members, academic knowledge and capabilities, we will thrive and provide the best platform to our readers.

Enjoy reading!

Dr. Nur Constance Wah

# Editorial Board



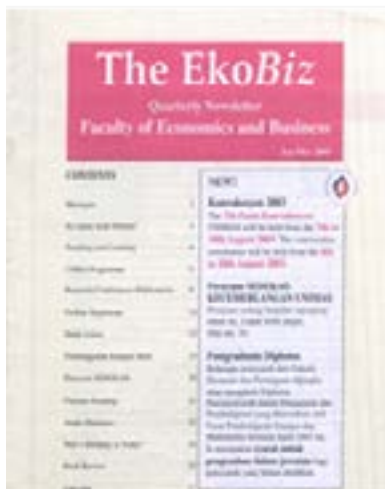
# HISTORY OF THE EKOBIZ



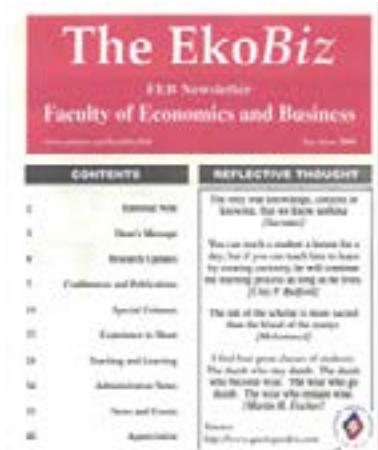
Did you know, the EkoBiz has been in circulation since year 2003...?

Here are some of the news article snapshots of The EkoBiz for year 2003, 2005, 2009, and 2012. From my reading, there were research updates, conferences, administrative news, special columns, experience to share, teaching and learning, administrative news, and appreciation. Generally, the content of the EkoBiz consists of anything under the sun, both academic and social activities. Hopefully, our current EkoBiz will be able to continue the good work.

## The EkoBiz 2003



## The EkoBiz 2005



# The EkoBiz Special 2009 Edition



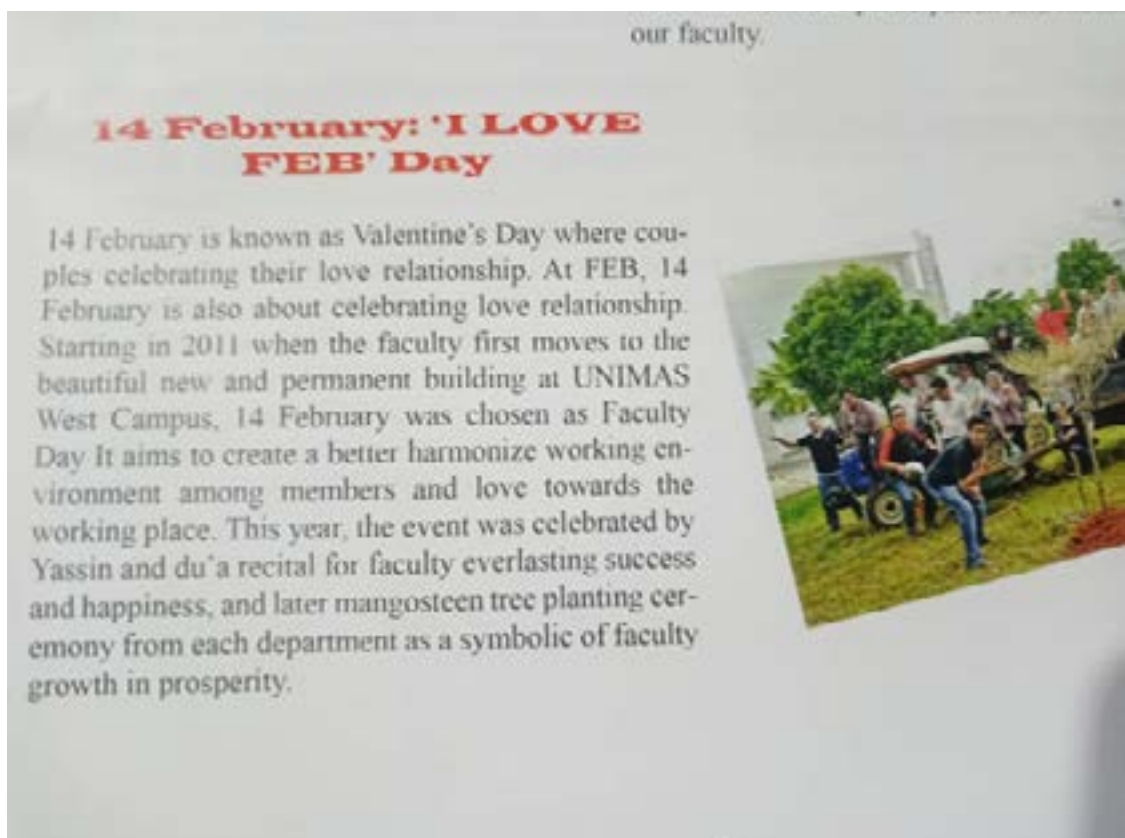
# The EkoBiz 2012





# Is 14 FEB still alive?

We hope 14 FEB will continue every year as our motto and faculty day, as there are many good practices embedded in the motto of 14 FEB. For example, reciting Yaasin and du'a in remembering the demised staff of FEB.



## CHIT CHAT WITH PROFESSOR DR ABU HASSAN BIN MD ISA

I had the opportunity to interview our respected Prof Dr Abu Hassan a few weeks before his retirement from the faculty in December 2020. During our conversation, he shared his thought on a few things on what he wishes for FEB in the future.

Prof Abu has served Unimas, particularly FEB, for the past 14 years since 2006 and he felt sad to leave Unimas.



I had the opportunity to interview our respected Prof Dr Abu Hassan a few weeks before his retirement from the faculty in December 2020. During our conversation, he shared his thought on a few things on what he wishes for FEB in the future.

Prof Abu has served Unimas, particularly FEB, for the past 14 years since 2006 and he felt sad to leave Unimas.

As one of the senior staffs of FEB, Prof Abu have an interesting expectation towards the faculty in the future. He propounded the importance of reducing documentation as it burdens the staffs, especially the lecturers. Prof Abu suggested that it is better to make amendment from the previous course files rather than the need to come up with new files every semester.

At the end of my interview session with Prof Abu, I asked him on what his planning after this is. He answered, "My past has been written with pen, but my future will be written with pencil". It was his planning to write a book related to Finance such as textbook, Corporate Finance book etc. He will spend most of his time with writing.

The faculty will definitely miss Prof Abu's presence and wishes him all the best in his future undertakings.

## SESI BERSAMA PROFESSOR DATO' DR SHAZALI ABU MANSOR

*Alhamdulillah*, I had the opportunity to interview Prof Dato' Shazali Abu Mansor who is also known as "Prof Shaz".

Prof Shaz has been with FEB, Unimas for 21 years without any break, sabbatical and study leave. He joked that he has been long enough with Unimas until his hair from black turned to white.

A respectable person, Prof Shaz was the dean when I was a student of FEB many years ago. He was known as an honest person and speaks "straight from the heart". Throughout his 21 years of service, Prof Shaz mentioned that he has cherished all the memories, both the good and the bad.

During our interview, I asked Prof Shaz what does he like the least. His answer was simple, he was not in favor of formal events and preferred informal meetings. On the other hand, what Prof Shaz love the most was when students think that they had failed the course but when the result was out, they actually passed the course.



Before I end my interview with Prof Shaz, his hopes and words of wisdom to the FEB family was to always give your best without expecting returns, do not be selfish and not to use unethical ways to self-promote as we will be subjected to the judgement from God eventually as he mentioned that "kita akan disoal jawab nanti, as hujung-hujung kita semua akan masuk dalam kubur juga". Also, he advised that we must always stay humble.

Last but not least, when I asked Prof Shaz on his future planning, he mentioned that after retirement, he will focus more time on his spiritual journey. This was the pantun that Prof Shaz created for the FEB family.

***Satu dua tiga empat  
Lima enam tujuh lapan  
Lompat fakulti lompat  
Jauh-jauh ke hadapan***

The Faculty will definitely miss Prof Shaz's presence and wishes him all the best in his future undertakings.

## DR HAMRILA ABDUL LATIP JOURNEY

### Academia meets broadcasting by Tania Lam



October 31, 2020

Dr Hamrila Abdul Latip (@Dr Aila Abdul Latif) hosting TVS' Visi programme.

KUCHING: Despite being new to the broadcasting industry, Dr Hamrila Abdul Latip (@Dr Aila Abdul Latif) has effectively risen to the challenge as a television host for TVS' Visi programme.

With her vast experience gained throughout her years and currently as a senior lecturer in the Faculty of Economics and Business of Universiti Malaysia Sarawak (Unimas), she is more than capable to tackle this new role.

Having graduated with a Bachelor of Management (Technology) from Universiti Teknologi Malaysia, she then took her Master of Science (Management) by research at Universiti Putra Malaysia. This was followed by her postgraduate Diploma in Teaching and Learning from Unimas. After this, she was a recipient of the Australia Business Portfolio International Postgraduate Research Scholarship Award 2008, which led to her acquiring her PhD in Management from RMIT University, Melbourne in 2012.

She said next year would mark her 20th year working with Unimas, having begun as a tutor way back in 2001.

After completing her PhD, Aila continued teaching

at Unimas, filling various roles over the years as programme coordinator, head of department (Business Management), and even deputy dean (Industry, Community Engagement and Commercialisation) for a period of time.

She also has a range of other work attachments and responsibilities, including being associate managing editor for the International Journal of Business and Society (IJBS) and management consultant for Unimas Holdings, among others.

"In 2018 and 2019, I also had an exciting opportunity to work under the mentorship of Datuk Seri Syed Zainal Abidin Syed Mohamed Tahir, who at the time was the chief executive officer (CEO) of Petronas Dagangan Berhad," she said.

Reflecting on her life's journey during a recent interview, she expressed immense gratitude.

"My life is just ordinary, but to me, it is interesting and very colourful because I have had a lot of opportunities to learn from many people and in many places. These opportunities have arisen in a variety of ways," she said with a warm smile.

### ***The Visi experience***

The Visi programme, which airs on TVS for half an hour every Saturday at 11.15am, is a talk show featuring intellectual discussions on current issues such as socioeconomic development.

“We do not want to make it too advanced or complicated; it is more about discussing current issues from the society’s perspective,” said Aila.

For instance, the first episode aired was on the topic of individual financial planning — a highly relevant topic especially with the impact of the ongoing Covid-19 pandemic.

“In that episode, we discussed matters such as the available assistances and moratoriums in a simple way so that it is easy for our audience including the rural community to understand,” she said.

Describing the Visi programme as an eye-opener, she said discussions should be interactive and engaging, balancing a difficult context with understandable and effective delivery to viewers.

According to her, each episode featured an invited guest who would speak about their topic of expertise.

“For example, if an episode is about agri-food or rural development, we would invite someone from the relevant ministry. If the topic is the economy, we would call for an economist,” she said.

### ***Challenges faced***

Aila admitted that landing the role as a television host for the Visi programme was something out of her comfort zone initially.

She explained that although she had years of experience teaching students at Unimas, this was a completely different field for her.

“In the first couple of episodes, I was not really used to filming and I remember being distracted by the camera, the crew, and all of that,” she recalled.

However, she quickly grew accustomed to her role and a number of episodes have already been successfully aired.

“Being a moderator is very different. You have to trigger the flow of people’s own thoughts and make the audience understand the topic at hand,” she said.

On her experience with the Visi programme thus far, she said it was very exciting and she managed to learn from each of the guests she hosted.

She said that even though the internet made it possible for anyone to read up on nearly any topic, it would not be the same as having an in-depth discussion with these experts.

A challenge she faced, Aila said, was learning how to shape each discussion.

“As I am hosting, I am also trying to put myself in the shoes of the audience. This is a multifaceted role and I have to look at the topic of discussion from different perspectives,” she said.

***“I thank God for this opportunity to work with TVS and also the people in this industry – the CEO, board of directors, and the team,” she said gratefully.***



*Visi televisions host Dr Hamrila Abdul Latif (@Dr Aila Abdul Latif) in a discussion with Prof John Wilson (right), chief executive officer and deputy vice-chancellor of Swinburne University Sarawak, during Visi's second episode.*

### **Lifelong learning**

With a highly enthusiastic, determined, and humble nature, Aila is a firm advocate of lifelong learning.

According to her, she was not born with a silver spoon in her mouth. Yet, this had never deterred her from achieving her goals.

"I come from the rural area and I was not born into a renowned family or anything like that. I improved myself by learning from my surroundings and environment continuously," she remarked.

She said people should always enjoy the learning process and try to bring a positive impact through their actions.

"Don't worry about being perfect. What is important is that we are all progressing in our own way and on our own paths – so just enjoy your journey," she advised.

She said learning should be a continuous journey regardless of age.

In order to continuously improve herself, Aila turns to reading – "All the mentors that I have had in my life love reading."

### **Aspirations**

Thankful to be part of TVS from its early stages, Aila hopes that she will be able to make a significant contribution.

At the same time, she hopes that the Visi programme will be a reference for people in the future.

"While it is relevant to today's issues, I would say that the programme would be for future reference as well," she said.

She said it could be a showcase of how Sarawak aimed to develop as well as the efforts undertaken by its people at this point in time.

"This is part of the evidence as to how we are shaping our future," she remarked.

Full article: <https://www.newsarawaktribune.com.my/academia-meets-broadcasting/>

# FACULTY NEWS : CONGRATULATIONS

The faculty would like to congratulate the staff on their recent promotion, international recognition, administrative appointment, visiting professor appointment, FRGS grant receivers, faculty video award 2<sup>nd</sup>-runner up (faculty teaser), and additional to family. We share your happiness and success story!



## PROFESSOR GRED KHAS B PROMOTION

*Congratulations*  
to Professor Dr Lo May  
Chiun on the promotion  
to the post of Professor Gred  
Khas B. Keep up the excellence.



# SENIOR LECTURER DS52 PROMOTION

*Congratulations* on the promotion to the post of Senior Lecturer DS52. Way to climb that academic ladder!





# INTERNATIONAL RECOGNITION TO ASSOCIATE PROFESSOR DR EVAN LAU

Associate Professor Dr Evan Lau is honored to receive the recognition from the Ministry of Education and Culture, Indonesia for the World Class Professor (WCP) program partnering with Universitas Muhammadiyah Malang from August to November 2020. Due to the pandemic, the engagement was executed online.

Three Keynotes were also delivered online where he was virtually transported to Indonesia (14/10/2020), India (3/12/2020) and Johor, Malaysia (19/12/2020). Additionally, he was invited to share his knowledge in several workshop, chair-session for conference, live-TV and Radio in the comfort at home or office.



# ADMINISTRATIVE APPOINTMENT



**UNIMAS**  
UNIVERSITI MALAYSIA SARAWAK  
ECONOMICS AND BUSINESS

*Tahniah*

**PROF DR MOHAMAD JAIS**  
Fakulti Ekonomi dan Perniagaan

Pelantikan sebagai *Head of Chair* bagi pemegang Amanah Kursi Nusantara untuk tempoh dua (2) tahun mulai 1 Julai 2020 hingga 30 Jun 2022

Daripada  
Warga & Staf  
Fakulti Ekonomi dan Perniagaan

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UNIVERSITI MALAYSIA SARAWAK  
ECONOMICS AND BUSINESS

*Tahniah*

**DR JEROME KUEH SWEE HUI**  
pelantikan sebagai  
**Timbalan Dekan**  
(Hubungan Industri dan Masyarakat)  
Fakulti Ekonomi dan Perniagaan  
untuk tempoh dua (2) tahun  
berkuatkuasa mulai  
18 September 2020 hingga 17 September 2022

Daripada  
Warga Fakulti Ekonomi dan Perniagaan

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**UNIMAS**  
UNIVERSITI MALAYSIA SARAWAK  
ECONOMICS AND BUSINESS

*Tahniah*

**DR SHARIZAL HASHIM**  
pelantikan sebagai  
**Timbalan Pengarah (Pengurusan Risiko)**  
di Pusat Perancangan Strategik,  
Pengurusan Kualiti dan Risiko  
untuk tempoh dua (2) tahun  
berkuatkuasa mulai  
01 September 2020 hingga 31 Ogos 2022

Daripada  
Warga Fakulti Ekonomi dan Perniagaan

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*Congratulations*

**ASSOCIATE PROFESSOR DR. EVAN LAU POH HOCK**  
on the appointment as the  
**Chief Editor**  
&  
**DR RAYENDA KHRESNA BRAHMANA**  
on the appointment as the  
**Managing Editor**  
for  
International Journal of Business and Society (IJBUS)  
effective  
01 December 2020 - 30 November 2022

from  
Faculty of Economics and Business

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# FACULTY OF ECONOMICS AND BUSINESS, UNIMAS UNDERGRADUATE COMMERCIAL PROGRAM COORDINATORS



**UNIMAS**  
UNIVERSITI MALAYSIA SARAWAK  
ECONOMICS AND BUSINESS

## Congratulations

**DR NUR CONSTANCE WAH**

telah dilantik sebagai  
Penyelaras Program Ijazah Sarjana Muda  
Pengurusan Korporat Dengan Kepujian  
(Program Komersil)  
di Fakulti Ekonomi dan Perniagaan  
bermula  
01 November 2020 hingga 31 Oktober 2022

diwujudkan  
di  
Fakulti Ekonomi dan Perniagaan

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**UNIMAS**  
UNIVERSITI MALAYSIA SARAWAK  
ECONOMICS AND BUSINESS

## Congratulations

**DR JOSEPHINE YAU TAN HWANG**

telah dilantik sebagai  
Penyelaras Program Ijazah Sarjana Muda  
Kewangan  
(Kepujian) (Program Komersil)  
di Fakulti Ekonomi dan Perniagaan  
berkuatkuasa pada  
01 November 2020 sehingga 31 Oktober 2022

diwujudkan  
di  
Fakulti Ekonomi dan Perniagaan

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**UNIMAS**  
UNIVERSITI MALAYSIA SARAWAK  
ECONOMICS AND BUSINESS

## Congratulations

**DR SALAWATI SAHARI**

telah dilantik sebagai  
Penyelaras Program Ijazah Sarjana Muda  
Perakaunan  
(Kepujian) (Program Komersil)  
di Fakulti Ekonomi dan Perniagaan  
berkuatkuasa pada  
01 November 2020 sehingga 31 Oktober 2022

diwujudkan  
di  
Fakulti Ekonomi dan Perniagaan

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**UNIMAS**  
UNIVERSITI MALAYSIA SARAWAK  
ECONOMICS AND BUSINESS

## Congratulations

**DR SIN KIT YENG**

telah dilantik sebagai  
Penyelaras Program Ijazah Sarjana Muda  
Pemasaran Dengan Kepujian  
(Program Komersil)  
di Fakulti Ekonomi dan Perniagaan  
bermula  
01 November 2020 hingga 31 Oktober 2022

diwujudkan  
di  
Fakulti Ekonomi dan Perniagaan

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# VISITING PROFESSOR APPOINTMENT

**UNIMAS**  
UNIVERSITI MALAYSIA SARAWAK  
ECONOMICS AND BUSINESS

*Tahniah*

atas lantikan  
**Professor Ramayah Thurasamy**  
sebagai  
**Visiting Professor**  
di Fakulti Ekonomi dan Perniagaan  
untuk tempoh (1) tahun  
mulai 1 Ogos 2020 - 31 Julai 2021

Daripada Warga  
Fakulti Ekonomi dan Perniagaan

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# FRGS GRANT RECEIVERS

**UNIMAS**  
UNIVERSITI MALAYSIA SARAWAK  
ECONOMICS AND BUSINESS

*Congratulations*

Receivers of  
Fundamental Research Grant Scheme (FRGS)  
amounting to **RM 274,776.00**

Dr. Momo Khalid Haryani bin Hassan  
RM68,200.00

Associate Professor Dr. Henry Aik Teoh Joo  
RM14,308.00

Dr. Saiful Likhman bin Yusoff  
RM79,888.00

Dr. Md. Shamsuddin Anwar bin Abd. Ghafar  
RM66,380.00

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# 2ND RUNNER UP: THE BEST PROMOTIONAL VIDEO AWARD 2020 (FACULTY TEASER)



# WEDDING

## Best Wishes!



*Congratulations* to Madam Norafini Sahat or Kak Fini for your marriage in December 4, 2020. Best wishes on this wonderful journey, as you build your new lives together. May this day be the beginning of pure happiness and endless love. May the Almighty strengthen the knot that keeps your hearts together and blesses two hearts with faith and love for each other! Happy wedding!

## WELCOME TO THE WORLD !!!

*An Abundance of Joy and Happiness*



Warmest congratulations to Mr Mohammad Adlizan bin Sahari and his spouse, Madam Nurhaleeda Laihi on the birth of their beautiful baby girl! May the Almighty bless you in His gift to you, may you give thanks to the giver of the gift, may the child reach the maturity of years, and may you be granted its righteousness.

Baby's Name : Aaira Raissa

Gender: Female

Born: Disember 22, 2020

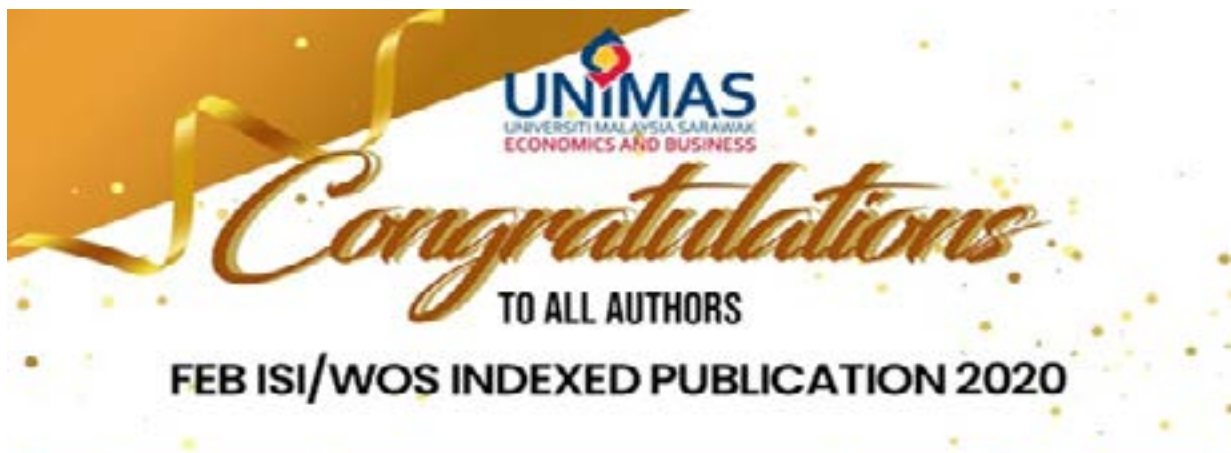
Time: 5.15 am

Weight: 2.7 kg

www.feb.unimas.my

# FACULTY NEWS : PUBLICATIONS

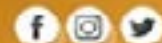
It is with great pride that we note that the Faculty of Economics and Business staff are frequently sought after by scholarly journals for their expertise. Here is the listing of the articles and publications that FEB staff have contributed to their chosen area of research. Congratulations.



No(s)	Title	Article	Author(s)	Impact Factor
1	Sustainable Knowledge Management and Firm Innovativeness: The Contingent Role of Innovative Culture	Mohamad, A. A., Ramayah, T., & Lu, M. C. (2020). Sustainable Knowledge Management and Firm Innovativeness: The Contingent Role of Innovative Culture. <i>Sustainability</i> , 12(17), 6910.	Dr Alsang Azlan Mohamad, Professor Dr. Lo May Chium	2.576 (2019)
2	Resources Confirmation for Tourism Destinations Marketing Efforts Using PLS-MGA: The Moderating Impact of Semirural and Rural Tourism Destination	Chin, C. H., Lu, M. C., Razak, Z. B., Pasbakhsh, P., & Mohamad, A. A. (2020). Resources Confirmation for Tourism Destinations Marketing Efforts Using PLS-MGA: The Moderating Impact of Semirural and Rural Tourism Destination. <i>Sustainability</i> , 12(17), 6787.	Dr Alsang Azlan Mohamad, Professor Dr. Lo May Chium	2.576 (2019)
3	Does reputation matter for firm risk in developing country?	Brahmana, R.R., You, H.W., and Lau, E. (2020) Does reputation matter for firm risk in developing country? <i>International Journal of Finance and Economics</i>	Dr Rayenda Khresna Brahmana, You Hui Wei, Evan Lau Poh Heck (UNIMAS)	0.943 (2019)
4	Vertical intra industry trade and economic size: The case of Malaysia	Chin, M.Y., Ong, S.L., Wai, C.K., and Puah, C.H. (2020). Vertical intra-industry trade and economic size: The case of Malaysia. <i>Journal of International Trade and Economic Development</i> , 29(4), 440-454.	Professor Marjya Dr. Puah Chin Hong @ Puah Chin Fang	1.073 (2019)
5	Resources Confirmation for Tourism Destinations Marketing Efforts Using PLS-MGA: The Moderating Impact of Semirural and Rural Tourism Destination	Chee Hua C., May Chium L., Zaidi Bin R., Pasbakhsh P. and Mohamad A. (2020). Resources Confirmation for Tourism Destinations Marketing Efforts Using PLS-MGA: The Moderating Impact of Semirural and Rural Tourism Destination. <i>Sustainability</i> , 12(17), 1-23.	Chee Hua C., May Chium L., Zaidi Bin R., Pasbakhsh P. and Mohamad A.	2.576 (2019)
6	What does currency order flow tell about spot exchange rates of Asian emerging markets?	Aftab, M., Anifowuse, A.D., Lau, E., and Ismail, I. (2020). What does currency order flow tell about spot exchange rates of Asian emerging markets? <i>Borsa Istanbul Review</i> .	Aftab, M., Anifowuse, A.D., Evan Lau, and Ismail, I.	2.130 (2019)



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# Congratulations

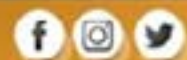
## TO ALL AUTHORS

### FEB SCOPUS INDEXED PUBLICATION 2020

NO	Authors	Title	Source title	Link
1	Reahmana R.K., Ono H.	Energy efficiency and company performance in Japanese listed companies	International Journal of Energy Technology and Policy. 16(2), 24-40.	<a href="https://www.scopus.com/inward/record.uri?eid=2-e20-85079120020&amp;doi=10.1504/ijetp.2020.103846&amp;partnerID=40&amp;md5=1a0fab17b03160879638d730b95e2f">https://www.scopus.com/inward/record.uri?eid=2-e20-85079120020&amp;doi=10.1504/ijetp.2020.103846&amp;partnerID=40&amp;md5=1a0fab17b03160879638d730b95e2f</a>
2	Sin K.Y., Jusoh M.S., Mardani A.	Proposing an integrated multi-criteria decision making approach to evaluate total quality management best practices in Malaysia hotel industry	Journal of Physics: Conference Series. 1432(1).	<a href="https://www.scopus.com/inward/record.uri?eid=2-e20-85079008840&amp;doi=10.1088/1742-6596/1432/1/012002&amp;partnerID=40&amp;md5=1154c25f1cb76a52b30de43e34908a">https://www.scopus.com/inward/record.uri?eid=2-e20-85079008840&amp;doi=10.1088/1742-6596/1432/1/012002&amp;partnerID=40&amp;md5=1154c25f1cb76a52b30de43e34908a</a>
3	Dalila, Latif H., Jaafar N., Aziz I., Athanorhan A.	The mediating effect of personal values on the relationships between attitudes, subjective norms, perceived behavioral control and intention to use	Management Science Letters. 10(1). 155-162.	<a href="https://www.scopus.com/inward/record.uri?eid=2-e20-85071905088&amp;doi=10.52077/MSL.2019.8.007&amp;partnerID=40&amp;md5=211458ed155058e0b0100666e643">https://www.scopus.com/inward/record.uri?eid=2-e20-85071905088&amp;doi=10.52077/MSL.2019.8.007&amp;partnerID=40&amp;md5=211458ed155058e0b0100666e643</a>
4	Hashim S., Mohd Yasin N., Yaakob S.A.	What constitutes student-university brand relationship? Malaysian students perspective	Journal of Marketing for Higher Education.	<a href="https://www.scopus.com/inward/record.uri?eid=2-e20-85079453130&amp;doi=10.1080/209841241.2020.1713578&amp;partnerID=40&amp;md5=1e145da2952ab2b772b89e44986626">https://www.scopus.com/inward/record.uri?eid=2-e20-85079453130&amp;doi=10.1080/209841241.2020.1713578&amp;partnerID=40&amp;md5=1e145da2952ab2b772b89e44986626</a>
5	Selvarajan, S.K. & Ab-Rahim, R.	Financial Integration and Economic Growth: Should Asia Emulate Europe?	Journal of Economic Integration. 2020 March;36(1) :191-213.	<a href="https://www.e-ti.org/journal/view.php?doi=10.11130/ei.2020.35.1.191">https://www.e-ti.org/journal/view.php?doi=10.11130/ei.2020.35.1.191</a>
6	Kontena M., Reahmana R., Tung A.H.H.	Narcissistic CEOs and their earnings management	Journal of Management and Governance.	<a href="https://www.scopus.com/inward/record.uri?eid=2-e20-85091877670&amp;doi=10.1007/s2610997-020-00009-0&amp;partnerID=40&amp;md5=c3fa5e3bc54c20a5380b3409b320c7">https://www.scopus.com/inward/record.uri?eid=2-e20-85091877670&amp;doi=10.1007/s2610997-020-00009-0&amp;partnerID=40&amp;md5=c3fa5e3bc54c20a5380b3409b320c7</a>
7	Chua Ser Chian & Kartinala Ayyup	Emigration Intentions Among Educated Youth in Malaysia	Youth Voice Journal. 10, 1-23	<a href="https://youthvoicejournal.com/2020/05/05/emigration-intentions-among-educated-youth-in-malaysia/">https://youthvoicejournal.com/2020/05/05/emigration-intentions-among-educated-youth-in-malaysia/</a>
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9	Mohammed M., Ab-Rahim R.	Moderating role of youth empowerment towards small and medium enterprises and multidimensional poverty index	International Journal of Advanced Science and Technology. 29(10), 53-64	<a href="https://www.scopus.com/inward/record.uri?eid=2-e20-85095392090&amp;partnerID=40&amp;md5=10990f7b28045306460c3e3c0ab072f">https://www.scopus.com/inward/record.uri?eid=2-e20-85095392090&amp;partnerID=40&amp;md5=10990f7b28045306460c3e3c0ab072f</a>
10	Leong, C.-M., Tan, K.-L., Pua, C.-H. and Chong, S.-M.	Predicting mobile network operators users' m-payment intention	European Business Review. 12(1), 2020-2023.	<a href="https://doi.org/10.1108/EBR-10-2019-0002">https://doi.org/10.1108/EBR-10-2019-0002</a>



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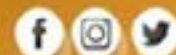
TO ALL AUTHORS

## FEB SCOPUS INDEXED PUBLICATION 2020

NO	Authors	Title	Source title	Link
11	Muhammad Mubushar, Norizan Dt Jaafar, Boesazana Dt Ab Rahim, Haemin Manzoor and Muhammad Intiaz Haider	The Impact of CSR Dimensions on Customer Participation Behaviour in Banking	International Journal of Psychosocial Rehabilitation. 24(4). 5815-5826.	<a href="https://www.unimas.my/index.php/ijpr/article/view/2020040401">https://www.unimas.my/index.php/ijpr/article/view/2020040401</a>
12	VOON, Zhi-Cheng, HOOY, Choo-Wooi, PUAH, Chin-Hong.	An Augmented Measurement of the Housing Affordability Cycles in Malaysia	Malaysian Journal of Economic Studies. 57(1), 133-145.	<a href="https://www.unimas.my/index.php/mjes/article/view/19101422/11132">https://www.unimas.my/index.php/mjes/article/view/19101422/11132</a>
13	Lee K.Y.-M., Jais M., Chan C.-W	Impact of covid-19: Evidence from malaysian stock market	International Journal of Business and Society. 21(7), 607-628.	<a href="http://www.unimas.my/index.php/ijbs/article/view/19101422/11132">http://www.unimas.my/index.php/ijbs/article/view/19101422/11132</a>
14	Chia R.C.-J., Low V.K.-S., Rowland R.	Daily new COVID-19 cases, the movement control order, and Malaysian stock market	International Journal of Business and Society. 21(7), 653-666.	<a href="http://www.unimas.my/index.php/ijbs/article/view/19101422/11132">http://www.unimas.my/index.php/ijbs/article/view/19101422/11132</a>
15	Abdul Karim B., Abdul-Rahman A.	Market integration in ASEAN: Evidence of Islamic and conventional stock markets	Polish Journal of Management Studies. 21(2), 166-196.	<a href="http://www.unimas.my/index.php/pjms/article/view/19101422/11132">http://www.unimas.my/index.php/pjms/article/view/19101422/11132</a>
16	Janang JB, Joseph, C, Said, R	CORPORATE GOVERNANCE AND CORPORATE SOCIAL RESPONSIBILITY SOCIETY DISCLOSURE: THE APPLICATION OF LEGITIMACY THEORY	INTERNATIONAL JOURNAL OF BUSINESS AND SOCIETY. 21(2), 660-678.	<a href="http://www.unimas.my/index.php/ijbs/article/view/19101422/11132">http://www.unimas.my/index.php/ijbs/article/view/19101422/11132</a>
17	Muhammad Hafiz Mohd Shukri*, Rahmah Ismail, Rozlan Markom	Legal Issues in Relation to Product Liability Defences in Malaysia under the Consumer Protection Act 1999	International Journal of Innovation, Creativity and Change. 13(8), 505-515.	<a href="https://www.unimas.my/index.php/ijicc/article/view/19101422/11132">https://www.unimas.my/index.php/ijicc/article/view/19101422/11132</a>
18	Yeoh C.-Y., PUAH C.-H., Brahmans R.K., Wong S.S. L., Entebang H.	Treatment costs for nasopharyngeal cancer by stages: Patients' experience in sarawak general hospital	Research in World Economy. 11(3), 26-35.	<a href="https://www.unimas.my/index.php/rwe/article/view/19101422/11132">https://www.unimas.my/index.php/rwe/article/view/19101422/11132</a>
19	Venus Khim-Sen Liew	The effect of novel coronavirus pandemic on tourism share prices	Journal of Tourism Futures. Early Cite, August, 1- 16.	<a href="https://www.unimas.my/index.php/jtf/article/view/19101422/11132">https://www.unimas.my/index.php/jtf/article/view/19101422/11132</a>
20	Fennie Chong and Venus Khim-Sen Liew.	New Zealand's Residential Price Dynamics: Do capability to consume and government policies matter?	Economics Bulletin. 40(3), 2202-2274.	<a href="https://www.unimas.my/index.php/eb/article/view/19101422/11132">https://www.unimas.my/index.php/eb/article/view/19101422/11132</a>



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31	Roy Setiawan, Vijay D. Kulkarni, Mahmoud Al Odeh, Nordiana Ahmad Nordin, S.Sam Santhosh, Ismail Raisal, Girish Bagale and S. Suman Rajest	The Impact of Corporate Reputation on Organizational Performance	Productivity Management. 25(1), 668-681.	<a href="http://www.productivitymanagement.org/v25_1s_2020/pm3320201012.pdf">http://www.productivitymanagement.org/v25_1s_2020/pm3320201012.pdf</a>
32	Muhammad Mubushar, Norizan Bt Jaafar and Rossazana Ab Rahim	The influence of corporate social responsibility activities on customer value co-creation: the mediating role of relationship marketing orientation	Spanish Journal of Marketing.	<a href="https://www.emerald.com/insight/content/doi/10.1108/SJME-12-2019-0101/full/pdf">https://www.emerald.com/insight/content/doi/10.1108/SJME-12-2019-0101/full/pdf</a>
33	Nur Zaimah Ubaidillah	A Study Of Car Demand And Its Interdependency In Sarawak	International Journal of Business and Society, Vol. 21 No. 3, 2020, 997-1011	<a href="http://www.ibs.unimas.my/images/repository/pdf/Vol21-no3-paper1.pdf">http://www.ibs.unimas.my/images/repository/pdf/Vol21-no3-paper1.pdf</a>
34	Shafinah Rahim and Vinod Raj Balan	Financial Literacy: The Impact On The Profitability Of The SMEs In Kuching	International Journal of Business and Society, Vol. 21 No.3, 2020, 1172-1191	<a href="http://www.ibs.unimas.my/images/repository/pdf/Vol21-no3-paper13.pdf">http://www.ibs.unimas.my/images/repository/pdf/Vol21-no3-paper13.pdf</a>
35	Kit-Yeng Sin and Mun-Chong Sin	Factors Influencing E-Commerce Adoption: Evaluation Using Structural Equation Modelling (SEM)	International Journal of Business and Society, Vol 21, No. 3, 2020, 1192-1202	<a href="http://www.ibs.unimas.my/images/repository/pdf/Vol21-no3-paper14.pdf">http://www.ibs.unimas.my/images/repository/pdf/Vol21-no3-paper14.pdf</a>
36	Harry Entebang, Swee-Kiong Wong and Zehnder Jarroop Augustine Mercer	Development And Performance Of The Pepper Industry In Malaysia: A Critical Review	International Journal of Business and Society, Vol. 21 No.3, 2020, 1402-1423	<a href="http://www.ibs.unimas.my/images/repository/pdf/Vol21-no3-paper28.pdf">http://www.ibs.unimas.my/images/repository/pdf/Vol21-no3-paper28.pdf</a>
37	Nivakan Sritharan, Sahari Salawati and Sharon Choy-Sheung Cheuk	How Social Factor Determine Individual Taxpayers' Tax Compliance Behaviour In Malaysia?	International Journal of Business and Society, Vol 21 No. 3, 2020, 1444-1463	<a href="http://www.ibs.unimas.my/images/repository/pdf/Vol21-no3-paper30.pdf">http://www.ibs.unimas.my/images/repository/pdf/Vol21-no3-paper30.pdf</a>
38	Nur Syahmina Abdul Ghanie, Dayang Affizzah Awang Marikan and Nor Afiza Abu Bakar	Willingness To Accept Of Adopting Sustainable Terubok Fisheries In Sarawak By Using Contingent Valuation Method	International Journal of Business and Society, Vol. 21 No.3, 2020, 1322-1332	<a href="http://www.ibs.unimas.my/images/repository/pdf/Vol21-no3-paper23.pdf">http://www.ibs.unimas.my/images/repository/pdf/Vol21-no3-paper23.pdf</a>
39	Sin, K. Y., Mohamed, A. A., and Lo, M. C.	A Critical Review of Literature in The Rising Tide of Social Media Towards Promoting Tourism.	Enlightening Tourism. A Pathmaking Journal, 10(2), 270-305.	<a href="http://www.nbu.es/publicaciones/online/index.php/et/article/view/4887">http://www.nbu.es/publicaciones/online/index.php/et/article/view/4887</a>

# INDUSTRY ENGAGEMENT



## WORLD BANK SHARING SESSION

Topic: Malaysia Economic Monitor: Surviving the Storm

Date: 21 October 2020 (Wednesday)  
Time: 10.00 am

Platform:  zoom  
Join Zoom Meeting  
<https://us02web.zoom.us/j/88194103055?pwd=blgvPUh6eDYxOjRkL041SThldlRlczZkdz09>  
Meeting ID: 881 9410 3055  
Passcode: 293462

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Speaker 1:  
Dr Richard Record  
Lead Economist, World Bank Group



Speaker 2:  
Dr Achim Schmiten  
Senior Economist, World Bank Group



Moderator:  
Dr Jerome Kweh  
Deputy Dean (Industry & Community Engagement)  
Faculty of Economics & Business  
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# FACULTY NEWS: 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.

## PROF DATO' DR SHAZALI ABU MANSOR



Full article: <https://www.bharian.com.my/berita/nasional/2020/12/765412/cari-jalan-hubungan-baik-dengan-semua-termasuk-pembangkang>



Full article : <https://www.sinarharian.com.my/article/111625/BERITA/Nasional/Ada-baik-dan-buruk-hidupkan-GST>

## i-Sinar conditions too strict, unfair — economic expert



BERNAMA

December 04, 2020 | Updated 3 months ago

Full article: <https://www.theedgemarkets.com/article/isinar-conditions-too-strict-unfair-%E2%80%94-economic-expert>

>> BERITA > NASIONAL > Jangan 'rigid' sangat soal pengeluaran KWSP

### Jangan 'rigid' sangat soal pengeluaran KWSP

ROSALWANI CHE SOH @YUSOFF | 04 Disember 2020

Kumpulan Wang Simpanan Pekerja (KWSP) seharusnya tidak terlalu 'rigid' dengan meletakkan syarat yang ketat buat pencarum yang ingin mengeluarkan simpanan mereka dalam akaun satu melalui program i-Sinar.

Full article : <https://www.sinarharian.com.my/article/113227/BERITA/Nasional/Jangan-rigid-sangat-soal-pengeluaran-KWSP>

## Making A Comeback: Government Studying The Possibility Of Reinstating GST

GST, agihf

By: RUIA ADRENA, TUESDAY, 24 NOVEMBER 2020

SHARE:    



GST might haunt Malaysians

### More News



## Belanjawan 2021, RCEP beri prospek baik kepada daya saing Malaysia tarik lebih banyak FDI

Bernama  
November 20, 2020 04:30 MYT



Kebes Strategi Pasaran Global Axi Stephen Innes berkata kerajaan telah memberikan komitmennya untuk memacu ekonomi negara selain melindungi kesejahteraan melalui pelbagai langkah dalam Belanjawan 2021. - Bernama

Full article: <https://www.astroawani.com/berita-bisnes/belanjawan-2021-rcep-beri-prospek-baik-kepada-daya-saing-malaysia-tarik-lebih-banyak-fdi-269288>



Full article : <https://www.sinarharian.com.my/article/100607/BERITA/Nasional/Kenaikan-gaji-penjawat-awam-ada-mekanisme-lebih-sesuai>



Full article : [https://www.sinarharian.com.my/article/109447/ANALISIS-SEMASA/Belanjawan-berani-tetapi-tidak-cukup-berani?\\_cf\\_chl\\_jschl\\_tk\\_=bfa9c1bbe651ec86cf17956f65beb38199a6d495-1608284038-0-AQF0cqiNILEtDxAzPMcoy3B-fohgO9ZWQ\\_G1D0lRh34Jj7EUDIyeZw38nQ3F1OUGGS22SQo6UWwGmRoN2F2vVnM6QEeH133GOsdyRPtIW\\_4m-RD9b9dJEHDQ0YnHe3fyGeDCHDvxXiH2upJknZpQlj224u\\_UGY9Q\\_qMY3iWoGp\\_J0IT3NNTpsWhOTJL4SB0UdSil-COKfBYrkvNPvLG5d\\_I26xUT2AujXtVSXwleL76STIA2Ys72HxfEgyXFZN4sssPFdklUfk9mcT4elstSa1jQEofW\\_hJeTH1icf-nQOyqsNAbNGN7y4QPADhdLFDquSn2Buq8\\_lx6zWA-3s8RndN1Iou3y63Xg--HGLRrL4h0c\\_q\\_T9BYwA59YRVYXO-AW896bDRKb7neMEZYZnmzvCkj\\_iw](https://www.sinarharian.com.my/article/109447/ANALISIS-SEMASA/Belanjawan-berani-tetapi-tidak-cukup-berani?_cf_chl_jschl_tk_=bfa9c1bbe651ec86cf17956f65beb38199a6d495-1608284038-0-AQF0cqiNILEtDxAzPMcoy3B-fohgO9ZWQ_G1D0lRh34Jj7EUDIyeZw38nQ3F1OUGGS22SQo6UWwGmRoN2F2vVnM6QEeH133GOsdyRPtIW_4m-RD9b9dJEHDQ0YnHe3fyGeDCHDvxXiH2upJknZpQlj224u_UGY9Q_qMY3iWoGp_J0IT3NNTpsWhOTJL4SB0UdSil-COKfBYrkvNPvLG5d_I26xUT2AujXtVSXwleL76STIA2Ys72HxfEgyXFZN4sssPFdklUfk9mcT4elstSa1jQEofW_hJeTH1icf-nQOyqsNAbNGN7y4QPADhdLFDquSn2Buq8_lx6zWA-3s8RndN1Iou3y63Xg--HGLRrL4h0c_q_T9BYwA59YRVYXO-AW896bDRKb7neMEZYZnmzvCkj_iw)





BERITA

21

## 'Kerajaan perlu bantu, tapi syarikat penerbangan perlu berkorban'



M Fakhruddin Halim

Ditabitkan 3 Nov 2020, 9:11 am • Dikemaskini 3 Nov 2020, 9:10 am



Full article : <https://www.malysiakini.com/news/549158>

## Budget 2021: Subsidise PSC to woo foreign tourists, says academician



Friday, October 30th, 2020 at [Economy | News](#)

Full article : <https://themalaysianreserve.com/2020/10/30/budget-2021-subsidise-psc-to-woo-foreign-tourists-says-academician/>

## Saving awareness still lacking

By **New Straits Times** - October 31, 2020 @ 11:45am



NSTP pic

Full article : <https://www.nst.com.my/news/nation/2020/10/636843/saving-awareness-still-lacking>

## Caj perkhidmatan penumpang wajar diturunkan

Oktober 30, 2020 @ 1:15pm



Langkah menurunkan caj perkhidmatan penumpang akan mewujudkan limpahan positif yang lebih besar kepada ekonomi  
- Foto BERNAMA

Full article : <https://www.bharian.com.my/bisnes/lain-lain/2020/10/747979/caj-perkhidmatan-penumpang-wajar-diturunkan>



Full article : <https://www.hmetro.com.my/bisnes/2020/10/635838/dana-latihan-untuk-pekerja-diberhentikan>

## Budget 2021 must look at retraining of retrenched workers, says academic

Bernama - October 27, 2020 6:19 PM

67 Shares  28  37  



Malindo Airways was reported to have cut about 2,200 jobs and reduced its fleet size to just 11 planes.

Full article : <https://www.freemalaysiatoday.com/category/nation/2020/10/27/budget-2021-must-look-at-retraining-of-retrenched-workers-says-academic/>



BERITA

## Darurat boleh tarik keluar pelaburan asing FDI - Pakar ekonomi

mik

Alyaa Alhadjri

Diterbitkan 25 Oct 2020, 3:39 am • Dikemaskini 25 Oct 2020, 3:55 am

A<sup>+</sup>

A<sup>-</sup>

Full article : <https://www.malaysiakini.com/news/548020>

## Jangan ada yang tercicir ujian swab Covid-19

NUR HIDAYAH HAIRIDM | 21 Oktober 2020



Kerajaan mewajibkan pekerja yang tinggal di kawasan zon merah menjalani ujian swab Covid-19 dengan kos akan ditanggung oleh Perkoso. Gambar kecil: Shazali Abu Mansor

Full article : <https://www.sinarharian.com.my/article/106222/BERITA/Nasional/Jangan-ada-yang-tercicir-ujian-swab-Covid-19>

## 'Ekonomi negara tidak begitu terkesan dengan tindakan Anwar'

Ridewin Daul  
October 13, 2022 06:32 MYT



Anwar dijadual menghadap Yang di-Pertuan Agong hari ini. - Gambar fail

Full article : <https://www.astroawani.com/berita-bisnes/ekonomi-negara-tidak-begitu-terkesan-dengan-tindakan-anwar-263244>

## NEWS RM2,508 Monthly Income Is The Poverty Benchmark In Johor, Says Menteri Besar

Published 7 months ago on August 18, 2022  
by May Lynn



Source: Berita Harian & SCMP

Full article : <https://worldofbuzz.com/rm2508-monthly-income-is-the-poverty-benchmark-in-johor-says-menteri-besar/>

# ASSOCIATE PROFESSOR DR ROSSAZANA AB RAHIM

## Belanjawan 2021: Dana mampu rapatkan jurang fizikal dan digital Sarawak jika... - Penganalisis

### Belanjawan 2021: Dana mampu rapatkan jurang fizikal dan digital Sarawak jika... - Penganalisis

Nikhyam Niyambar  
November 6, 2020 12:00 MYT



Menantu Dekan Fakulti Ekonomi dan Perniagaan UNIMAS, Prof. Madya Dr. Rossazana Bt. Ab Rahim, memberikan dana seperti yang diumumkan dalam persembangan Belanjawan 2021 pada Sarawak mampu melojak kembali ekonomi Sarawak. -Gambar Astro AWANI

Full article :<https://www.astroawani.com/berita-malaysia/belanjawan-2021-dana-mampu-rapatkan-jurang-fizikal-dan-digital-sarawak-jika-penganalisis-267225>



*Episod 1 VISI TVS: Kesan COVID19 Terhadap Pengurusan Kewangan Individu*

## ASSOCIATE PROFESSOR DR EVAN LAU POH HOCK

Associate Professor Dr Evan Lau Poh Hock was invited by SARAWAKfm, RTM Kuching as a panel for Rancangan Khas Bajet 2021 on 6 November 2020, FridY AT 3.15PM AT Auditorium P.Ramlee, RTM Kuching. The tv program was aired live via SARAWAKfm, Facebook Live stream and RTM Sarawak.



## ASSOCIATE PROFESSOR DR DAYANG AFFIZAH AWANG MERIKAN

### Belanjawan 2021 RTM



## Bajet Sarawak 2021



## LIVE OKEY





# AKTIVITI PENTADBIRAN

## 31 DISEMBER 2020



Majlis *Clock Out* sempena tamat perkhidmatan YBhg Prof Dr Abu Hassan bin Md Isa telah diadakan pada **31 Disember 2020** bertempat di Pejabat Pentadbiran Fakulti. Prof Dr Abu Hassan Md Isa telah memegang jawatan sebagai pensyarah kontrak mulai 15 Jun 2006 dan tamat perkhidmatan secara kontrak pada 31 Disember 2020. Tempoh perkhidmatan beliau bersama UNIMAS telah mencecah 14 tahun. Diucapkan setinggi penghargaan dan terima kasih di atas jasa dan khidmat yang dicurahkan.



# 21 DISEMBER 2020

**Sambutah Hari Krismas** bersama warga fakulti telah diadakan dengan meriah dan penuh keceriaan. Majlis telah dimulakan dengan *caroling dan sing along* oleh rakan-rakan yang menyambut krismas serta dimeriahkan dengan acar bertukar-tukar hadiah.



# 9 DISEMBER 2020

Majlis Jasamu Dikenang Budimu Disanjung sempena persaraan **YBhg Prof Dato' Dr Shazali bin Abu Mansor** pada 15 November 2020 dan **Prof Dr Abu Hassan bin Md Isa** telah pada 31 Disember 2020 telah di adakan pada 9 Disember 2020 bertempat di *Research Lab 3*.

Warga Fakulti mengucapkan Selamat Bersara dan merakamkan ucapan terima kasih di atas komitmen, dedikasi, pengorbanan serta kesetiaan sepanjang berkhidmat di UNIMAS secara amnya dan Fakulti Ekonomi dan Perniagaan khususnya.

Dari desa tuju ke pekan,  
Singgah sebentar di gerai Siti,  
Terima kasih kami ucapkan,  
Atas segala jasa dan bakti.



# 16 DISEMBER 2020

Sekitar gambar latihan kebakaran (fire drill) telah di adakan di Fakulti pada 16 Disember 2020. Latihan ini penting bagi memberi pendedahan kepada semua warga Fakulti supaya dapat bertindak dengan tenang dan teratur sekiranya berlaku kebakaran. Selain itu ia juga bertujuan untuk memberikan pendedahan dan latihan kepada staf yang dilantik sebagai *Emergency Response Team* supaya bersedia untuk menjalankan tugas dengan sempurna dan mengikut prosedur. Latihan ini turut melibatkan staf daripada Unit Keselamatan dan Kesihatan Pekerjaan (UKKP) untuk memantau latihan yang dijalankan.



# 23 SEPTEMBER 2020



Aktiviti gotong royong telah diadakan pada **23 September 2020** bagi aktiviti pembersihan persekitaran kawasan di Fakulti. Aktiviti ini bertujuan untuk memberi keselesaan kepada semua warga dan adalah menjadi tanggungjawab semua untuk menjaga kebersihan dan keharmonian fakulti. Syabas dan tahniah di atas kerjasama semua warga fakulti dan penganjuran program gotong-royong ini yang turut dilihat menjadi wadah penting kepada pemupukan kerjasama dan jalinan silaturahim antara staf di Fakulti.



# GAMBAR SEKITAR FAKULTI



Ruang rehat untuk staf disediakan di Pejabat Pentadbiran

Ruang di pejabat pentadbiran telah disediakan ruang untuk *small discussion dan bersantai*



Elemen warna baharu menghiasi ruang lobi memberikan suasana yang luas dan kemas.



Ruang pembelajaran baharu yang dikenali sebagai Inspire Collegiality dengan dinding dihiasi dengan poster tajaan Association of Chartered Certified Accountants (ACCA) di Accountant Lab 4 Aras G.

Arca FEP sebagai daya tarikan untuk sudut bergambar serta menimbulkan suasana keceriaan di sekitar Fakulti.





Bilik postgraduate dihiasi dengan pembelian perabot baharu untuk keselesaan pelajar berkumpul berdiskusi serta menjalankan aktiviti riadah dan santai.



(2) Dua unit tv telah dipasang di ruang legar lobi dan student Lounge untuk paparan infografik dan hebahan warga fakulti.





# POSTGRADUATE ASSOCIATION ACTIVITIES

## POSTGRADUATE WELCOMING WEEK



# FEB BIG WELCOME & POSTGRADUATE ORIENTATION WEEK

**Date/Day** : 7<sup>th</sup> November 2020 (Saturday)  
**Time** : 09.00 am - 12.00 pm  
**Online Platform** : 

*Scan Here*



UNIMAS ORIENTATION  
<https://ui.unimas.my/zoom/join/90364750-4171-4947-9101-871550271146?pwd=2160564911461616>  
 Meeting ID: 903 6475 0467  
 Passcode: 7445 05

**Session A**  
8.30 am - 9.00 am

Registrations / Check in QR Attendance  
 Welcoming Speech by Dr Mard Khorul Helyorn bin Hassan  
 Doo Reception

9.00 am

Speech by Dean  
 Assoc. Prof. Dr Roszaidah Ab Rahim

9.30am - 9.45am

Speech by Deputy Dean Research and Commercialization  
 Assoc Prof. Dr Doyang Afifah Azwir Awang Marikan

9.45am - 10.00am

Speech by Deputy Dean Student Affairs and Alumni  
 Dr Norazrah Bt Hj Ayob

10.00am - 10.45am: Get to know us session and Q&A

**Session B**  
10.45am - 12.00pm: Session with Programme Coordinators

Doctor of Business Administration (DBA) (Dr Inayah Subang bin Idris)  
<https://ui.unimas.my/zoom/join/90364750-4171-4947-9101-871550271146?pwd=2160564911461616>  
 Meeting Number: 903 647 5046  
 Password: 4545

Corporate Master in Business Administration (CMBA) (Assoc Prof Dr Izzah Hani bin)  
<https://ui.unimas.my/zoom/join/90364750-4171-4947-9101-871550271146?pwd=2160564911461616>  
 Meeting ID: 903 647 5046  
 Password: 4545

Programme Co-ordinators (Dr M. Muhammad Anwar bin Mohd Han)  
<https://ui.unimas.my/zoom/join/90364750-4171-4947-9101-871550271146?pwd=2160564911461616>  
 Meeting Number: 903 647 5046  
 Password: 74450503

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## FEB BIG WELCOME & POSTGRADUATE ORIENTATION WEEK

Get to know us



**Assoc. Prof. Dr Doyang Afifah Azwir Marikan**  
Deputy Dean  
(Research & Commercialization)



**Assoc. Prof. Dr Roszaidah Ab. Rahim**  
Dean



**Dr Norazrah Bt Hj Ayob**  
Deputy Dean  
(Student Affairs & Alumni)



**Dr Inayah Subang bin Idris**  
Programme Coordinator  
(Doctor of Business Administration)



**Assoc. Prof. Dr. Izzah Hani bin**  
Programme Coordinator  
(Corporate Master in Business Administration)



**Dr Muhammad Anwar bin Mohd Han**  
Programme Coordinator  
(MBA)

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## POSTGRADUATE ASSOCIATION OF FACULTY OF ECONOMICS AND BUSINESS (PAFEB) Seminar Series

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ECONOMICS AND BUSINESS

Join Us  
LIVE!  
zoom

**FEB RESEARCH SEMINAR SERIES**  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITI MALAYSIA SARAWAK (UNIMAS)

Topic:  
**An introduction to candlestick charting**

19<sup>th</sup> August 2020 | 10.00 am - 11.00 am

Meeting ID: 939 8298 3509  
Password: 429287

Speaker: *Professor Dr Mohamad bin Jais*

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**FEB RESEARCH SEMINAR SERIES**  
 FACULTY OF ECONOMICS AND BUSINESS  
 UNIVERSITI MALAYSIA SARAWAK (UNIMAS)

**Topic:**  
**Studying the effect of COVID-19 on stock market performance**

**2<sup>nd</sup> September 2020 | 10.00 am - 11.00 am**

**Meeting ID: 999 0703 0597**  
**Password: 642539**

**Speaker:**  
*Associate Professor Dr Liew Khim Sen*

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**FEB RESEARCH SEMINAR SERIES**

**Topic: *Bengkel* Publishing in Citation Index Journals: Hands On**

**Time: Aug 26, 2020 | 10:00 AM - 12:00 PM**

**Speaker: Prof Madya Dr Evan Lau Poh Hock**

**Join Zoom Meeting**  
<https://unimas-my.zoom.us/j/91277833191?pwd=MndkZmRkOjNlWGowZkA2TW9kOShkZ0U039>

**zoom** Meeting ID: 912 7783 3191  
 Platform: Passcode: 480372

**Note:** For hands-on session and free review, please submit your paper ([lphevan@unimas.my](mailto:lphevan@unimas.my)) by 2<sup>nd</sup> August 2020. The paper shall be reviewed based on first come first serve basis.

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**PAFEB@**  
POSTGRADUATE ASSOCIATION

**PAFEB SEMINAR SERIES**

**TITLE: TRIALS & TURBULENCES DURING POST GRADUATE YEARS:  
COPING STRATEGIES TOWARDS THE FINISHING LINE**

DATE: 10 DECEMBER 2020 / THURSDAY  
TIME: 10AM - 12PM  
PLATFORM: WEBEX  
MEETING NUMBER: 165 538 8136  
PASSWORD: DFWMPGFY368

**INVITED SPEAKER**  
DR. SHAFINAH  
BEGUM BINTI  
ABDUL RAHIM

JOIN WEBEX MEETING: <https://unimas.webex.com/unimas/j.php?MTID=ma96848f7063ba8ed2c6345865847c1a5>

[pafebunimas@gmail.com](mailto:pafebunimas@gmail.com) [@pafebunimas](https://www.instagram.com/pafebunimas) [@pafebunimas](https://twitter.com/pafebunimas) [@pafebunimas](https://www.facebook.com/pafebunimas)



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**PAFEB@**  
POSTGRADUATE ASSOCIATION

**PAFEB SEMINAR SERIES**

**Title: Content Analysis**

DATE: 4TH NOVEMBER 2020 (WEDNESDAY)  
TIME: 10AM - 12PM  
PLATFORM: WEBEX  
MEETING NUMBER: 165 345 7655  
PASSWORD:  
MXC2374MX7MF16872C48C4040ED9C4317FE55FF36E9

JOIN WEBEX MEETING:  
<https://unimas.webex.com/unimas/j.php?MTID=m05b4cf1ac4cd05367ca4dec3eaadfa59>

**INVITED SPEAKER**  
DR. SALAWATI BT SAHARI

[pafebunimas@gmail.com](mailto:pafebunimas@gmail.com) [@pafebunimas](https://www.instagram.com/pafebunimas) [@pafebunimas](https://twitter.com/pafebunimas) [@pafebunimas](https://www.facebook.com/pafebunimas)



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**PAFEB**  
PACIFIC AREA FINANCIAL ECONOMICS BUSINESS

# PAFEB Seminar Series

**TITLE: STATIC ANALYSIS USING STATA**

Speaker: You Hui Wei  
(PhD Candidate)

14th October 2020  
(Wednesday)  
10am - 11am

Meeting ID: 911 529 8984  
Password: 9T6UTH

Platform Zoom 

 pafebunimas@gmail.com  @pafebunimas  @pafebunimas  @pafebunimas



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UNIVERSITI MALAYSIA SARAWAK  
ECONOMICS AND BUSINESS

## WORKSHOP: MODERATING ANALYSIS USING PLS SEM: HANDS ON SESSION WITH PROF T RAMAYAH

DATE & TIME  
2 SEPTEMBER 2020 (WEDNESDAY)  
10.00 AM-12.00 PM

PLATFORM :  MEETING ID : 976 9077 1213  
PASSCODE : 385923

<https://unimas-my.zoom.us/j/97690771213?pwd=OHlVOFBseVFzZjEyL2JlZFRlZg5UT09>

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## PhD Viva Congratulatory

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ECONOMICS AND BUSINESS

# Congratulations

**Mr Chua Beng Hui @ Bobby Chai Boon Hui**  
who has passed his PhD viva thesis examination  
on 30 September 2020  
under the supervision of

- Dr Khairil Annuar Mohd Kamal (Main Supervisor)
- Assoc Prof Dr Harry Entebang (Co- Supervisor)

Thesis title:  
**Corporate Entrepreneurship and Banking Performance in Malaysia  
from Managerial Perspective.**

External Examiner 1: Prof Dr Zainal Abidin Mohamed-USIM  
External Examiner 2: Assoc. Prof. Dr Jati Kasuma Ali- UITM Kota Samarahan  
Internal Examiner: Dr Norizan Jaafar

Chairperson: Professor Dr Abu Hassan Md Isa  
from  
**Faculty of Economics and Business**

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# Congratulations

**Miss Chong Kim Mee**  
who has passed her PhD viva thesis examination  
on **16 October 2020**  
under the supervision of  
**Prof Dr Lo May Chiun (Main Supervisor)**  
**Dr Abg Azlan Mohamad (Co- Supervisor).**

**Thesis title: Measuring the Perceived Performance of Local Industry Players  
in Ecotourism Industry Sarawak, Malaysia**

External Examiner 1:  
**Prof Dr Wan Khaluzzaman Wan Ismail- Sulaiman alRajhi College**  
External Examiner 2:  
**Prof Dr Rafikul Islam- IIUM**  
Internal Examiner:  
**Assoc Prof Dr Karlinah binti Ayupp**  
Chairperson: **Prof Dr Mohamad bin Jals**

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# Congratulations

**MR AZRA TILAI**  
who has passed his PhD viva thesis examination  
on **27 October 2020**  
under the supervision of  
**Dr Rayenda Khresna Brahmata (Main Supervisor)**  
**Assoc Prof Dr Fuah Chin Hong (Co- Supervisor)**

**Thesis title: The Moderating Role of Financial Planning  
on the Relationship between Farmers Productivity and Well Being**

External Examiner 1: **Prof Dr Imbarine Bujang- UITM, Kota Kinabalu**  
External Examiner 2: **Prof Dr Shafinar binti Ismail- UITM, Melaka**  
Internal Examiner: **Assoc Prof Dr Mohammad Affendy Arip**  
Chairperson: **Prof Dr Abu Hassan Md Isa**

from  
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# Congratulations

**Mr Chin Chee Hua**  
who has passed his PhD viva thesis examination  
on 18 November 2020  
under the supervision of  
Prof Dr Lo May Chiun (Main Supervisor)  
AND Dr Abang Azlan Mohamad (Co- Supervisor).

Thesis title: Strategic Components of Rural Tourism  
Destination Competitiveness: Dwell into the Hard Factors,  
Soft Factors and Moderating Role of Knowledge Sharing

External Examiner 1: Prof Dr Vikneswaran Nair (University of The Bahamas)  
External Examiner 2: Prof Dr Ahmad Shuib (Universiti Putra Malaysia)  
Internal Examiner: Dr Norizan Jaafar

Chairperson: Prof Dr Abu Hassan Md Isa

from  
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# Congratulations

**MR BILYAMINU USMAN**  
who has passed his PhD viva thesis examination  
on 9 December 2020  
under the supervision of  
Dr Sharizal bin Hashim (Main Supervisor) AND  
AP Dr Mohammad Affendy bin Arip (Co- Supervisor)

Thesis title: Entrepreneurial Orientation and Self-Efficacy Influence towards  
Delinquent Behavioral Change: A Case Study of Ex-Juveniles Entrepreneurs  
In Katsina State, Nigeria

External Examiner 1: Prof Dr Noor Hazlina Ahmad- USM  
External Examiner 2: Assoc Prof Dr Nek Kamal Yeop Yunus- UPSI  
Internal Examiner: Assoc Prof Dr Harry ak Entebang

Chairperson: Prof Dr Mohamad bin Jais

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## Master Viva Congratulatory



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ECONOMICS AND BUSINESS

# Congratulations

**Mr Thong Jun Zhou**  
who has passed his MSc viva thesis examination  
on 21 December 2020  
under the supervision of  
**Dr Abang Azlan Mohamad (Main Supervisor)**  
**AND Prof Dr Lo May Chyun (Co- Supervisor).**

Thesis title: Destination Resources towards Ecotourism  
Competitiveness: The Moderating Impact  
of Social Media Marketing

External Examiner 1: Assoc Prof Dr Jamal Abdul Nassir bin Shaari - USIM  
Internal Examiner: Dr Sin Kit Yeng

Chairperson: Assoc Prof Dr Rohaya bt Mohd Nor

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ECONOMICS AND BUSINESS

# Congratulations

**Miss Ching Jia Lie**  
who has passed her MSc viva thesis examination  
on 16 October 2020  
under the supervision of  
**Dr Abg Azlan Mohamad (Main Supervisor)**  
**Prof Dr Lo May Chyun (Co- Supervisor)**

Thesis title: Destination image towards Revisit intention:  
The Moderating Impact of Electronic Word of Mouth Marketing (eWOM)

External Examiner : Prof Dr Voon Boo Ho- UITM, Kota Samarahan  
Internal Examiner: Dr Norazrah bt Hj Ayob

Chairperson: Assoc Prof Dr Karlinah binti Ayupp

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# Postgraduate Proposal Defense

**ONLINE PROPOSAL DEFENSE**

**MANAGEMENT & ACCOUNTING**

**UNIMAS**  
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ECONOMICS AND BUSINESS



Friday  
21 August 2020  
8.30AM-11.30AM

Chairperson:  
Prof Dr Abu Hassan Md Isa

Time	Student	Supervisor	Thesis Title
8.30AM-9.15AM	Quratulain Memon (PhD) 	Dr Irma Yazreen Mohd Yusof	Impact of Perceived Job Demands and Resources towards Employees Wellbeing through the Mediating Effect of Organizational Identification
9.15AM-10AM	Amjed A. Mohammed (PhD) 	AP. Dr Rosazana Ab Rahim	Relationship between Corporate Governance and Financial Performance of UAE and MENA Banking Market
10AM-10.45AM	Jason Wei, Lim (PhD) 	Prof. Dr Lo May Chuen	The Moderating Role of Digital Innovation towards the Three Impact Factors on Rural Tourism Performance of Sarawak

**ONLINE PROPOSAL DEFENSE**

**ECONOMICS**

**UNIMAS**  
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ECONOMICS AND BUSINESS



Friday  
21 August 2020  
8.30AM-11.30AM

Chairperson:  
Assoc Prof Dr Kartinah Ayupp

Time	Student	Supervisor	Thesis title
8.30AM-9.15AM	Hii Neng Long (PhD) 	AP Dr Evan Lau Poh Hock	The Economic Impacts of Educational Attainment on Productivity in Malaysia
9.15AM-9.45AM	Aizatul Anwar bin Yahya (MSc) 	Dr Mohd Khairul Hidayat Hassan	The Contribution of Sarawak's Export Towards Economic Development: An Input-Output Analysis
9.45AM-10.30AM	Waqar Munir (PhD) 	Dr Jerome Kueh Swee Hui	Impact of Individuals Saving and Consumption Behaviour Towards Investment   the Economy of Pakistan: A Case of Salaried Class

**ONLINE PROPOSAL DEFENSE**

**ECONOMICS/FINANCE /MANAGEMENT**

**UNIMAS**  
UNIVERSITI MALAYSIA SARAWAK  
ECONOMICS AND BUSINESS



Wednesday  
21 October 2020  
9.00AM-10.45AM

Chairperson:  
Prof Dr Abu Hassan Md Isa


Time	Student	Supervisor	Thesis title
9.00AM-9.45AM	Jong Meng Chang (PhD) 	AP Dr Puan Chin Hong (main-sup) AP Dr Mohd Affendy Arif (co-sup)	Construct and Compare the Performance of Tourism Climate Index and Holiday Climate Index for Selected Asia Pacific Countries
9.45AM-10.15AM	Chan Wei Chiang (MSc) 	Prof Dr. Lo May Chuen (main-sup) Dr Abg Aulan Mohamad (co-sup)	A Study of Digitalisation of Accessibility and Connectivity for Sarawak Tourism Industry
10.15AM-10.45AM	Alice Huong Yong Theng (MSc) 	AP Dr Rosazana Ab Rahim (main-sup) AP Dr Puan Chin Hong (co-sup 1) Dr Rayenda (co-sup 2)	Constructing Fintech Index for ASEAN countries

# PAFEB GOTONG-ROYONG

**"Gotong Royong" Activity**  
Lets clean our postgraduate room together

**Date: 23/09/2020**  
**Time: 9am**  
**Location: Postgraduate room FEB**

**PAFEB** POSTGRADUATE ASSOCIATION **SAVE THE DATE GUYSSS**



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# UNDERGRADUATE NEWS

## UNDERGRADUATE STUDENT SOCIETIES



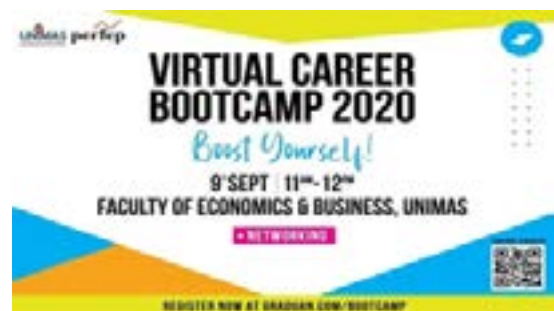
**Persatuan Mahasiswa Fakulti Ekonomi Perniagaan (PERFEP) heads the five programme societies of the faculty UNIMAS Accounting Society (UNIMAC), Society of Marketing Talent (SMART), Society of Corporate Management (SICMA), UNIMAS Finance Society (FINACE) and Society of Professional and Academic Development in Economics (SPADE). There were various activities successfully conducted virtually and non-virtually. The feedback from the participants involved were overwhelming. We hope more activities coming up from these active societies as it provide a setting for students to become involved thus, positively affects their learning and inter-personal development.**

# PERFEP

## Virtual Career Bootcamp 2020: Successful CV Writing, Digital Interview or Video Resumes and Networking Poster



On 7 September to 9 September of 2020, PERFEP 2020/2021 in collaboration with Graduan conducted the first virtual career bootcamp for all students of FEBians via their platform for three days. The purpose of this virtual career bootcamp is to interact with students of FEBians especially the graduates so that they can have the opportunity to learn and know more about how to conduct a successful cv writing that a company required, digital interview or video resumes that carried out the details and meaningful information about ourself in more creative ways and how to do a good networking. The question raised regarding to the three main topic from FEBians will be answered by the guests which is the organisers from Graduan. The project leader of the event is Nur Izzani Husna binti Jainudin hosted and moderated by Graduan.



# YOUNG GRADUATE ENTREPRENEUR PROGRAMME



Young Graduate Entrepreneur Programme Poster

9 September to 11 September of 2020, PERFEP 2020/2021 2021 has collaborated with PUBLIC MUTUAL Malaysia to organize Young Graduate Entrepreneur Programme (Y-GEP) via Cisco Webex Meetings. There were three sessions conducted by PUBLIC MUTUAL which was Financial Planning, Entrepreneurship vs Employment and lastly Personal Grooming for workplace and preparing for interview. The speakers for the program are Mr. Ong Eng Yew and Mr. Yew Sheng from Public Mutual Malaysia. The main purpose of this programme is to learn many fruitful specifically time value of money and in investment, understand in detail which was benefits of being an entrepreneur, benefits of being an employee and a life as an entrepreneur, and various techniques and tips on ways to attend interview was thought in detail which was a fruitful knowledge to the undergraduates. The project leader of the event is Renuprasad Karnan hosted and moderated by PUBLIC MUTUAL.



# HARI BERSAMA FAKULTI MINGGU ALUAN PELAJAR SESI 2020/2021



Snapshot of "Hari Bersama Fakulti Minggu Aluan Pelajar Sesi 2020/2021" activities

October 9, 2020, PERFEP 2020/2021 in collaboration with FEB HEPA conducted the first virtual gathering for all new 2020/2021 intake students via online in Cisco Webex Meetings and Zoom platform called "Hari Bersama Fakulti Minggu Aluan Pelajar Sesi 2020/2021" with FEB Deans, Deputy Deans, Programme Coordinators and Academic Advisors. The purpose of this chat is to interact with the new intake students of FEBians and to equip them with answers that they wished to know especially about the faculty and the detail information for the programme of courses that provided here.

# CURRICULUM AND LEADERSHIP BRIEFING SESSION 2020/2021

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**BRIEFING PURPOSES**

1. To expose first year students on the importance of co-curriculum and leadership in shaping better characteristic among first year student.
2. To assist students to plan out their co-curriculum activities and make the most out of it towards achieving both Faculty & University awards.
3. To increase FEB graduates employability.

**CURRICULUM AND LEADERSHIP BRIEFING SESSION 2020/2021**

**DATE: 21 OCTOBER 2020 [WEDNESDAY]**

**TIME: 4:00PM-5:00PM**

**PLATFORM: CISCO WEBEX MEETING**

**DRESSCODE: SEMI-FORMAL**

**ATTENDEES: ALL YEAR1 FEB 20/21 AND SOCIETIES EXCO**

Curriculum and Leadership Briefing Session 2020/2021 Poster



Snapshots of the participants

21 October 2020, PERFEP 2020/2021 in collaboration with FEB HEPA and Society conducted the first virtual gathering for all new 2020/2021 intake students via online in Cisco Webex Meetings called “Curriculum and Leadership Briefing Session 2020/2021” with FEB Deputy Deans, PERFEP and Society advisors. The purpose of this chat is to interact with the new intake students of FEBians and to equip them with answers that they wished to know especially about the importance of co-curriculum and leadership in shaping better characteristics, plan out their co-curriculum activities and make the most out of it towards achieving both Faculty & University awards, and to increase FEB’s graduate employability as well. This briefing programme leader is Shannon Anak Sandom hosted and moderated by PERFEP 2020/2021 members.

# PERFEP Open House



Snapshots of PERFEP Open House at Student Lounge



On 26 December 2020, PERFEP 2020/2021 organized PERFEP Open House lead by Shannon Anak Sandom and Maxwell Anak Magat to celebrate the Christmas festive season at FEB with some of the students that currently stay at campus due to unstable internet connection at home to further their online classes and learning as well. The main reason and purpose to organize this PERFEP Open House is to gather all the students of FEBians that currently stay at campus to celebrate Christmas together at the student lounge and took a short break from the study to enjoy the delicious food and drinks provided by PERFEP and entertaining themselves with games and karaoke too.



# VIRTUAL WEEKEND WITH FEB (VW<sup>2</sup>F) 2020/2021



Virtual Weekend with FEB (VW<sup>2</sup>F) 2020/2021 Poster



FIN-ACE snapshot



SICMA snapshot



SPADE snapshot



SMART snapshot



UNIMAC snapshot

Weekend with FEB or probably known as W<sup>2</sup>F is an annual event organized by PERFEP every year in collaboration with all the five society which are FIN-ACE, SICMA, SMART, SPADE and UNIMAC. W<sup>2</sup>F annual event for year 2020 will be a little bit different compared to the previous year because PERFEP 2020/2021 decided to organize a Virtual Weekend with FEB (VW<sup>2</sup>F) for now as a way to keep everyone in a safe condition during this pandemic period. Virtual Weekend with FEB (VW<sup>2</sup>F) 2020/2021 was held on 2 January 2020 and the platform that PERFEP 2020/2021 and society using were Cisco Webex Meetings, Zoom platform and Microsoft Teams. The purpose of this Virtual Weekend with FEB (VW<sup>2</sup>F) is to gather and create bonding of new intake of FEBians with the seniors from FEB. The newly intake FEBians will know more about each of everyone seniors from PERFEP and society as well and playing together with them through several games that has been provided for them. The project leader for Virtual Weekend with FEB (VW<sup>2</sup>F) 2020/2021 is Shannon Anak Sandom hosted and moderated by all PERFEP 2020/2021 and society members.

# CORPORATE MANAGEMENT WEEK

# SICMA



By Azizah Sayan

On the third week of November 2020, SICMA has organised multiple online programs in conjunction with Corporate Management Week, from the 24th to 28th November 2020. The event started with a webinar session with Dr. Mohanaapriya. Her informative yet fruitful sharing was on Communication Versatility and was attended by 144 viewers! Both from Zoom Pro and Facebook Live.

Dr. Mohanaapriya Sina Raja is a TV news presenter at RTM and holds a PHD in Professional Communications. She has 18 years of experience as a national radio and TV news presenter, as well as a Former Miss Malaysia Indian Global and Catwalk model.

In this webinar, she shared her opinion and some tips on communication versatility in order to help students to improve their soft skills, enhance communication skills, understand the needs of a leader now and in the future. She also explained what undergraduates need to do in order to stand out from the ever increasing and competitive labour pool upon graduation.

# PUBLIC RELATION

## GRADUATES 101: RECRUITMENT IN THE PANDEMIC ERA

On the third day, SICMA published a podcast with **Mr. Zorren Teo** as an invited guest. He is a handsome UNIMAS alumni and Unit Trust Portfolio Consultant with a vast experience in Human Resource and recruitment.

The title of the podcast is "Graduates 101: Recruitment in the Pandemic Era" where he talked about his experiences and knowledge regarding the process of recruiting during this pandemic era, tips & hints for interviews, including on how to prepare ourselves for recruitment as a fresh graduate in this new norm.

The podcast is published on YouTube and listened by more than 80 listener.



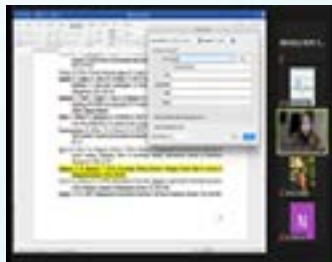
SICMA also organized a webinar and invited three beautiful speakers from GRADUAN Malaysia, Miss Nada Marie, Special Projects Director, Head of PR and Events Department, Miss Nurul Fatin Mohd Yusoff as Senior Public Relations Executive and Miss Amalina Safiah Azhar, Public Relations & Events Executive. In this webinar, they shared on what Public Relation really is, the role of PR, how to meet a VIP in a right way and how to expand our network, Giving insights to students on the promising career path as a PR. The webinar was held via Zoom Pro and also direct live streaming to Facebook. Attended by a whopping of 100 viewers!

# MICROSOFT OFFICE WORKSHOP : BASIC TO INTERMEDIATE LEVEL

On the final day, SICMA organized a Microsoft Office Workshop and was led by UNIMAS Experts, **Dr Nur Constance Wah** and **Dr. Irma Yazreen binti Md Yusoff**. Dr Nur Constance Wah is a PHD holder in Management. She taught and guided the participants the tips and tricks on how to use Microsoft Words.

Meanwhile, Dr Irma Yazreen is a PHD holder in Business Administration. She shared her expertise on how to use Microsoft PowerPoint better and even as a tool for graphic designing which is highly useful for Final Year Project.

The workshop was divided into two sessions and was attended by **93 participants**.



Microsoft Words by  
Dr Nur Constance



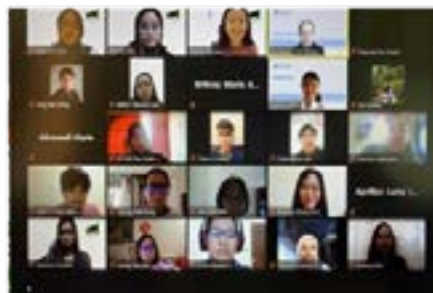
Workshop Participants



Microsoft PowerPoint by Dr Irma

**Corporate Management Week** was definitely a success as everything was virtually held. But that does not stop great impactful events to benefit the participants. SICMA managed to invite wonderful speakers to share their thoughts regarding the current situation and also gave some tips on how to strike a goal. Therefore, thank you for participating in CM WEEK and hope to see you next time! SICMA for CM!

# FINSIGHT 2.0 : INSPIRE A CAREER



# FIN-ACE



By Esther Ting Xi Er

On December 2, 2020, FinAce organized 2nd Finsight series, a series to expose our students some insights about organizations, career information and knowledge about finance field featuring experts from CFA Society Malaysia and Multimedia University. Our webinar consists of two sessions.

The first session called Tips on Career Development with a finance degree, featured Mr. Chong Jin Yoong, CFA, Board of Director of CFA Society Malaysia. He shared us tips about what we can do as students in order to have higher employability by involve in competitions, read finance related news, learn about the market and introduced us CFA exam.

Second session about Job interview etiquette featured Mr Bakhtiar Hasnan, a career advisor from Multimedia University. This session taught us 12 tips when attending job interview. He taught us few things that seem small but important during the interview conduct. For example, our language, our sitting position, eye contact and many more. This webinar conducted via Zoom and attended by 96 participants!

Overall, the webinar was informative as our speakers did their sessions interactively. From the first session, we were exposed about CFA exams, how we can take it, when is the right time, etc. In 2nd session, we get to know type of interviewee and how we can cater to certain problems and common questions that are asked in job interviews.

By the end of the session, we are inspired to work harder as there are huge competition in the job field that we will step in later on. Most of our participants enjoyed the webinar and are would love to join more similar program.



# TAKING CARE OF YOUR MENTAL HEALTH

By Chan Yu Kang

On December 12, 2020, FinAce organized the first ever online talk related to mental health titled “Taking Care of Your Mental Health” in the year 2020. The objective of the online talk is to promote student’s self-care.

The title “Taking Care of Your Mental Health” online talk is suggested by the invited speaker, Mr. Kenny Lim who has been volunteering with The Befrienders Kuala Lumpur for 22 years and is currently the Executive Director. This online talk conducted via Zoom and attended by 72 participants.

On the actual day, Mr. Kenny Lim has shares us about the current statistics of mental health condition of the Malaysian during this COVID-19 pandemic. It is clearly stated that most people are pretty much or less affected. Furthermore, he also shared useful tips on how to overcome difficulties during online study as well as sleeping issues.



Overall, the online talk was informative as the speaker did his session interactively. One special thing about the online talk is the QnA session that is done in a new way which no one has basically done before. With the past experienced of conducting normal QnA session, it is not effective enough as many students were shy to ask question. To encounter this problem, FinAce has done an activity to collect all the participants’ questions, concerns and problems through Google Form with the idea of sending personal letter to the speaker to read through.

By the end of the session, we are more aware of the importance of our mental health which is also as important as our physical health. We also gained new perspectives on viewing ourselves which is it is okay to be not okay. As long as we never give up, we are always never too late to get better and happier.



Participants snapshot

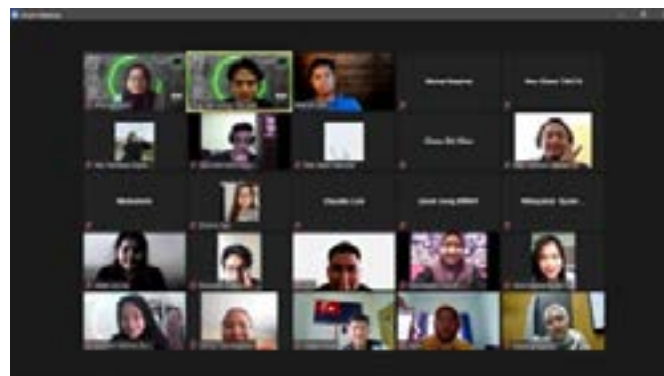
# NEXT LEVEL VIDEO PRESENTATION WORKSHOP

By Ong Wei Ming

On December 20, 2020, FinAce Society organized a video presentation workshop in collaboration with **Mr. Imran Zaki**. The objective of this workshop is to teach students how to perform well in video presentation especially in this pandemic situation which requires students to submit video presentation to full-fill their assignment requirement. This workshop conducted via Zoom and streamed on Finace Facebook page at the same time. The workshop received overwhelming respond as a total of 88 students participated and join the live session via Zoom.

The workshop started at 10 am and ended about 12 noon. In this workshop, the speaker taught about how we should dress, how we should talk and others important aspect as when doing online presentation. He also taught how to make an interesting slide and other presentation materials. In this workshop, we also learned how to edit video in Filmora.

In the end of the session, the speaker demonstrated the video editing process. And the workshop ended with Q&A session. I hope that we could collaborate more with Mr. Imran in the future and probably focus on one specific topic like preparing slide so that students can dive into deeper.



Participants snapshot

# PROMOTIONAL VIDEO CONTEST: EMPOWERING THE BRAND

On 20th until 31st December 2020, Society of Marketing Talent (SMART) has organised a video contest which is known as Promotional Video Contest: Empowering The Brand. The objectives of this event are to create a platform for the students to practice their marketing skill, to enhance the participant's marketing skills as well as their editing skills through video production and to increase the engagement of SMART official social media. This event is sponsored by Mellisa Beauty Salon, JBM Build Construction Company, Phone BoXx, Lullaby by MH and Rollito Bananas.

The event is open for all UNIMAS students. Therefore, the creativity of making this video is very useful for the students in promoting the products that they sell on social media. We take this opportunity by holding a promotional video contest where we can unleash their inner talents by sending us a promotional video of their product.

The participants need to prepare 1 minute to 3 minutes promotional video. They only limited to use their own products, rural products that can be found within their area or the Faculty of Economics and Business (FEB) students' products only. The uses of others products are not allowed. The uses of illegal products such as drugs and weapon also prohibited. The due of the submission of the video is on 26th. Then 27th until 30th will be the time for the judges to give marks for

the video. The final result is on 31st December where the winner, the first runner up and the second runner up were announced. The judges are Dr. Norazirah bt Hj Ayob, Dr Shahrizal Bin Hashim and Dr. Janifer Anak Lunyai. The contest had gained 13 participations altogether but

only 11 participants that managed to submit their videos where the other two had been automatically disqualified from the contest due to no or late submission.



# WRAPPING CHRISTMAS PRESENT : SHOW YOUR CREATIVITY CHALLENGE

In conjunction with Christmas month, many students prepared presents to give to someone or for decoration purposes to be placed under their Christmas tree. On 15th to 29th December 2020, SMART has organized a Wrapping Christmas Tree Challenge. This event is open for FEB undergraduate students. Therefore, the preparation of this challenge was to show the creativity of students on how they wrap their presents. We took this opportunity to hold an online challenge to wrap Christmas presents to unleash the creativity of students by sending us a short video on how they wrap their presents. This challenge will be posted on SMART official media social in order to increase the engagement.

The participants prepared a 60-seconds short video in fast mode challenge of them wrapping Christmas presents in their own creativity. They used any type of materials, boxes, or any tangible products to showcase their creativity in wrapping a present. The presentation of wrapping the present must be clear and fully exposed with all the materials. Lastly, they must show the completed present that they wrap with the participant's face included inside of the video.



# DIY CHRISTMAS TREE CHALLENGE

Nowadays, people prefer to spend a lot of money on Christmas decorations and buy their Christmas trees. With the outbreak of this epidemic, people will still go shopping in preparation for the festive season. To avoid any physical movement at a crowded public area, they can make DIY Christmas tree from items in their home, or those have been discarded or recycled. They also can spend quality time with family and reduce stress while doing this activity. Hence, this is an opportunity for all FEB students and lecturers in UNIMAS to participate in the online event organized by SMART. The event of DIY Christmas Tree Challenge was held on 11th until 24th December 2020 by SMART. The purpose of this event is to encourage participants to unleash their creativity in making and preparing a Christmas tree using DIY items, to provide awareness on 3Rs (reduce, reuse, and recycle) and wastage reduction at home and also to improve the engagement of SMART official social media such as, Instagram and Facebook.



**Society of Marketing Talent (SMART)** Christmas challenge encouraged the use of creativity to DIY (do it yourself) Christmas tree using items available in their home, such as, books, food, recycled items like papers, cardboards or plastic bottles, and more. Participants are encouraged to shape their Christmas tree in a variety of shapes, sizes and colors. In this epidemic, they can reduce their time to go out and save money to decorate their Christmas trees as well as spend more quality time with their families. There were 13 students participated in this online challenge.

# SPADE



e-Poster "Misi Mencari Kerja"

On 31 October 2020, SPADE conducted a workshop collaborate with **Mr Jimmy** who has more than 10 year's experience as a career consultant.. The talk includes on how to prepare a proper resume, where to find work after they graduated, how graduates can prepare themselves for an interview and how to answer all the common question that will be asked in the interview. There were 97 audiences including non UNIMAS students had join misi mencari talk. Within the 1 hour sharing session from Mr Jimmy, the participants were taught to create a quality resume.



# NATIONAL CAREER FORUM: EMPOWERING FRESH GRADUATE STUDENTS TOWARDS SHARIAH COMPLIANCE

# UNIMAC



On the 11th October 2020, UNIMAC collaborated with PERISYA UNISZA to organize a national career forum which was done on a Facebook live session. This forum was entitled “National Career forum: Empowering fresh graduate students towards Syariah compliance sector”. This session featured four esteemed speakers who are from all backgrounds.

First, we have Datuk Dr. Mohd Daud Bakar, a MySSA patron and also the Chairman of Shariah Advisory council of bank Negara Malaysia. Our next panel is Prof. Dr. Asmadi Bin Mohamed Naim who is a well-known lecturer of UUM teaching the course Pusat pengajian Perniagaan Islam. The third speaker was Prof. Madya Dr. Engku Muhammad Tajuddin bin Engku Ali an active executive committee member of MySSA and a young CEO of UI Platinum Group. Last but not least our fourth panel was Mr. Muhamad Faris bin Ruslan the Deputy President of PERISYA.

Overall, the session was conducted with success as many participants were intrigued by the topic and wanted to know more about the shariah compliance sector and the jobs that are offered to fresh graduates.



The speakers each shared statistical knowledge as well as their life experiences on the shariah sector and the international offers that are present yet unknown to many fresh graduates. In addition, the speakers related to the participants and gave them ways to achieve as well as principles to have in order to succeed in all sectors. The words of encouragement seem to ignite a fire in the participants as the comments begin to flood in as the session goes on.

# ACCOUNTING TRIVIA

23th November to 30th November 2020, **UNIMAS Accounting Society (UNIMAC)** has conducted a fun online event called Accounting Trivia. For a week straight, UNIMAC has been posting posters about interesting facts that relates to Accounting, and simple accounting quizzes via UNIMAC's official Instagram and Facebook page. The event received a satisfying number of participation from accounting and non-accounting students. The posters posted has received a total of 109 likes and the average response on the quizzes posted has gathered a total of 242 responses per day. We would like to take this chance to thank everyone that has supported and participated in this event. Overall, the main objective of this event was achieved as UNIMAC aimed to make use of social media as a platform for students to gain new knowledge.

It gives the opportunity to both accounting and non-accounting students to quiz themselves in a fun way on their own time and to be exposed to more interesting accounting facts.





# AKUSAHAWAN



## BUSINESS KAHOOT

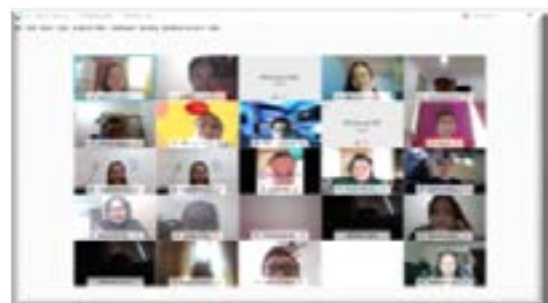
BY MING JUN

On 12th December 2020, AKUsahawan Club has organized this event successfully from 2:00 p.m to 2:50 p.m. This program has been held virtually via 2 online platform namely Kahoot and Webex.

In this competition, all students will apply the basic business knowledge they have learned before in the quiz questions given. This will help them to refresh their knowledge and gain new knowledge from the answer session displayed after the question session. This competition was attended by 130 participants. Plus, this event was not just involving FEB students but it also involved other students from different faculties in UNIMAS.

Have you heard about Business Kahoot before this? Yes or No?

If no, Business Kahoot is a game-based learning online platform. It is the multiple choices quizzes or questions that can be accessed from a web browser or the Kahoot app. Do you know that it is the first ever quiz competition organized by AKUsahawan Club in FEB this year!



# TEA TALK WITH MR SABRI

BY TASHA NADZIRA



**“YOUR LIFE DOES NOT GET BETTER BY CHANCE, IT GETS BETTER BY CHANGE”**

On 19th December 2020, AKUsahawan had organized a sharing session event. The title of the event was “Tea Talk with Mr. Sabri” and was held at 2 p.m. until 3.30 p.m. AKUsahawan invited Mr Sabri as the speaker of the event. The objective of this event is to provide exposure to students about career opportunities in business. Mr Sabri Bin Amin is from Miri, Sarawak. He is an educator at the same time he is medical card advisor and real estate negotiator. He is a Master Degree of Education holder and has been involved in Takaful & Insurance, Unit trust and Private Retirement Scheme since he was at early 30 years old.



In this event, he shared his knowledge and some tips about financial management, types of income and properties. He also explained to the participants about the career opportunities, importance of money management and the differences between personal saving and ASNB.

Although everything was virtually held, the “Tea Talk with Mr Sabri” event is definitely amazing. This event had brought many benefits to youngsters between age 19-24 years old.

# STUDENT VOICES ON ONLINE CLASS CHALLENGES

There is no doubt that studying online is a different experience to physical classroom. There are benefited to be sure but there are challenges associated with it. We had the opportunity to interview our new intake first year students regarding online classes. The biggest challenges of online class, I would say motivation. The students typically started extremely enthusiastic for the first two weeks, but life starts to get side-lined and drifted. So, let us hear the story from our very own FEB students on the challenges faced while doing online class learning.

## STORY 1: STAYING MOTIVATED

Hi, my name is **Stanford Anak Kawi (76882)**. Currently I am in my year 1 semester 1 from Marketing program staying at Sebuyau, Sarawak. In this phase of online learning, it is challenging for me as a new student in UNIMAS. This is because the internet connection in my area is very slow and cause my online class affected. After a few month throughout the online learning, I still never give on my studies even though facing many problems until now. This is because I always motivate myself to become a prosperous individual in the future



## STORY 2: NO THANKS TO ONLINE CLASS

My name is **Azwan bin Ahat (72761)** taking Marketing program and currently in my first semester year 1. I live in Kampung Berawan, Limbang Sarawak. I do face various challenges when attending online class. I leave home early in the morning to get to Limbang town almost every day just to get the Internet connection. Be it rain or shine or thunderstorm, my father will send me to the town where I can find a spot to get the internet access. The hotspot is at parking area. The distance is approximately 10 kilometers from my house. I am blessed to have a supportive dad and understanding sister who will accompany me. When I have a few classes in a day, I ensure that my laptop battery is fully charge and bring extra in case the battery is flat. Limbang town is not like Kuching town because by 5.30pm, it will be like a ghost town. In the future, I'd choose a physical class over online any day. The reason being, it's easier for me to put my knowledge into effect.



Screenshot of parking area @ google map for me to seek internet connection

## STORY 3 : MIXED FEELINGS



Hi, My name is **Nur' Qashrina binti Rosli (77641)** from Marketing. I live in Simunjan, Sarawak. Currently, I am dealing with connection problem in my area. It became a problem when I have class or something important but the internet connection here always lost. The problem worsen when its always black out here also. I think maybe a month ago, there was a landslide happening here around my area. I live very close to Pekan Simunjan. The landslide causes some electric "poles" to fall down the river. It was a very hectic month for us student here because they need time to fix the problem. Here attached is a pic of the landslide happening in Taman Botani that is placed in Pekan Simunjan. The good thing about online class is I can bond more with my family. I hope I didn't get as much work as I do now.



Landslide in Taman Botani located in Pekan Simunjan

## STORY 4 : LEARN HOW TO BE INDEPENDENT

Hello there! My name is **Mike Vellyerien Bin Adrian** currently in my first semester in FEB UNIMAS. I live in Bandar Baru Semariang, Kuching. One of the challenges I faced during online class is the technical issue – Internet access. I have to subscribe to an expensive internet plan



to get fast Internet connection and it is quite costly as it cost me RM25 per week. It is burdensome as highly depending on my parents. I sometimes felt demotivated especially when it comes to completing assignments. In addition, the home learning space is also one of the challenges. I have to share the home learning space with my siblings. I had to save and be good at managing the use of the Internet carefully. In this way I can use the Internet plan as best as possible. If the Internet connection is bad, I have to go outside the house to get the Internet connection. Online class for me is stressful and confusing because there

is time my family is using the Internet as well as myself. The only moment I like about online class is it have helped me to be more independent.

