

THE UCSI GAZETTE

THE UNIVERSITY MAGAZINE

**NEW ENTRY
IN THE**

QS

**WORLD
UNIVERSITY
RANKINGS**

BY SUBJECT 2023

VOLUME 35



UCSI Education Sdn Bhd [198901008177 (185479-U)]
ISSN: 2590-3616 • KDN: PQPP18824/08/2015(034277)

ucsiuniversity.edu.my

 **UCSI University®**

PROGRAMMES OFFERED AT UCSI COLLEGE

Pre-University

Cambridge A-Levels
SACE International
Foundation in Science/Business

Diploma

Accounting
Business Administration
Marketing
Real Estate Management
Information Technology
Information Systems
English Language Teaching
Mass Communication
Psychology
Early Childhood Education

Certificate and Professional Courses

Business Studies
ACCA
Teaching English to Speakers
of Other Languages (TESOL)
Microsoft Technology
UAS (Drone) Pilot Training

Degree Transfer Programmes (USA/Canada/UK/Ireland/Australia/ Singapore/Dubai)

Accounting
Business Management
Economics
Digital Marketing
Hospitality and Tourism
Human Resource
Computer Science
Artificial Intelligence
Cyber Security and Forensics
Games Development
Journalism
Public Relations
Communication
Psychology
Politics
Criminology
Sociology
Biomedical Science
Health, Nutrition and Fitness
Nursing
Engineering
and many more...



Contents

QS

WORLD
UNIVERSITY
RANKINGS

BY SUBJECT 2023

COVER STORY

10

New entry in the
*QS World University
Rankings by Subject 2023*



04

World Pharmacists Day



12

UCSI Unapologetic
Art Fest 2023



14

Speaking for Change



17

Engineering Professors received
Global Distinguished Awards 2023

MEDICAL OUTREACH PROGRAMME (MOP) 4.0: EATING DISORDER

Contributor: Yashini Qrisha, Doctor of Medicine (MD), Faculty of Medicine & Health Sciences

In January 2022, second-year medical students of UCSI University organised a community service project Medical Outreach Programme 3.0: To Know is to Care to Kampung Orang Asli Sunggala. This year on the 9 April 2023, the second-year medical students of UCSI University organised a community service project once again to bring free health education to the aboriginal community living in Kampung Orang Asli Sunggala.

The goal of the project was to educate the local community on important health issues and promote healthy practices to prevent the spread of diseases. The medical students conducted a presentation on eating disorders to raise awareness about the signs, symptoms, and causes of such disorders. The presentation also emphasised the importance of a healthy diet and the dangers of unhealthy eating habits. The students also gave a tutorial on proper handwashing techniques to educate the children in the village about the importance of proper hand hygiene to prevent the spread of diseases.



Entrance of Kampung Orang Asli Sunggala, Port Dickson.

Although there were only about 20 children who participated in the community service project, their enthusiasm and eagerness to learn were truly inspiring. The medical students were thrilled to see the children's enthusiasm, and they were motivated to do their best to educate and empower them. When the students distributed the goodie bags to the children, the smiles on their faces were priceless. It was clear that the children were happy and grateful for the opportunity to learn about proper hand hygiene and the importance of healthy eating habits.



Education and awareness are the most important tools we have in the fight against diseases and disorders. By sharing knowledge and promoting healthy behaviours, we can empower individuals to take control of their health and prevent illness.

*- Dr Sanjay Gupta,
Neurosurgeon and Medical
Correspondent for CNN -*



At the end of the programme, the team expressed their gratitude to the village head, Tok Batin Zamri bin Harun, for allowing them to conduct the community service project in the village. The team presented him with a token of appreciation to express their gratitude for his support and cooperation throughout the project.



Tutorial on proper handwashing technique.



Presentation on eating habits.

The success of the programme was a testament to the power of teamwork and collaboration. The combined efforts of the medical students and their professor, as well as the support of the village head, made it possible to bring important health education to the aboriginal community living in Kampung Orang Asli Sunggala. The project not only helped to promote healthy practices and disease prevention but also helped to build bridges between the medical students and the local community, fostering a spirit of goodwill and collaboration. Overall, it was a meaningful and rewarding experience for the medical students, as they were able to make a positive impact on the lives of the aboriginal community living in Kampung Orang Asli Sunggala.

The goal of the project was to educate the local community on important health issues and promote healthy practices to prevent the spread of diseases.



Token of appreciation to the head of the village.



Group photo with the Kampung Orang Asli Sunggala community.

WORLD PHARMACISTS DAY

Contributor: Muhammad Ahsan Iftikhar Baig, Faculty of Pharmaceutical Sciences

“PHARMACY UNITED IN ACTION FOR A HEALTHIER WORLD”

The annual World Pharmacists Day was instituted by the International Pharmaceutical Federation (FIP) to recognise the contributions that pharmacists make to preserving patients' health. FIP is a non-governmental organisation that supports the advancement of the pharmacy profession through practice, emerging scientific advances, and growing the pharmacy workforce in order to fulfil global healthcare demands and expectations, according to information on its website.

FIP declared “Pharmacy United in Action for a Healthier World” as the official theme of World Pharmacists Day 2022. This theme aims to showcase pharmacy's positive impact on health around the world and to further strengthen solidarity among the profession. FIP invite colleagues from all sectors of the pharmacy profession to take part in the campaign and show the world how we are united for health, regardless of and overcoming conflict, different politics and cultures, and economic disparity.

Ahsan Iftikhar Baig, Chairperson, World Pharmacists Day event, Lecturer, Faculty of Pharmaceutical Sciences, UCSI University. The event was graced by various industries, external stakeholders, and the staff and students of the faculty.

Professor Ir Dr Jimmy Mok Vee Hoong, Pro-Vice-Chancellor Springhill (Seremban/PD) campus, UCSI University who was present at the event, emphasised the responsibility of pharmacists in ensuring the rational use of medicine by patients. Pharmacy is well known as a noble profession revolving around changing people's lives. Studies and surveys have shown that the pharmacist is one of the most trusted professions by the public. When you practise as a pharmacist, the public entrusts you with their health-related issues. They will follow your recommendations because as healthcare professionals, pharmacists are equipped with a specific set of skills and knowledge, he said.

The United Nations Sustainable Development Goal number 3 sets out a number of health targets, including for non-communicable diseases (such as cardiovascular disease, cancer, diabetes, chronic respiratory disease and mental health) and communicable diseases (for example, HIV, tuberculosis and neglected tropical diseases).

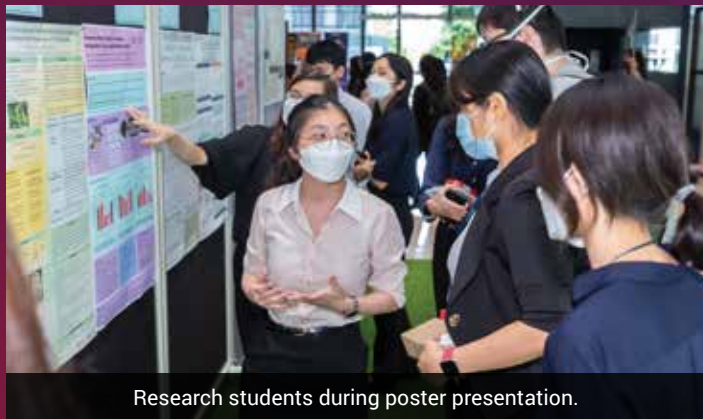


Pledge of Professionalism.

The Faculty of Pharmaceutical Sciences organises World Pharmacists Day continually every year. This year the event was officiated by Dato`Dr Faridah Aryani Md Yusof, Academic Fellow, Universiti Sains Malaysia, Former Senior Director of the Pharmaceutical Services Programme, Former Director of National Pharmaceutical Regulatory Agency, Puan Salwati Abd Kadir, Deputy Director of the Centre of Regulatory Coordination and Strategic Planning, National Pharmaceutical Regulatory Agency, Professor Ir Dr Jimmy Mok Vee Hoong, Pro-Vice-Chancellor Springhill (Seremban/PD) campus, UCSI University, Associate Professor Dr Mogana Sundari Rajagopal, Dean, Faculty of Pharmaceutical Sciences, UCSI University and Mr Muhammad

The healthcare industry has seen improvements in many of these areas and the pharmacy profession should be proud of and make known its contributions. However, the COVID-19 pandemic has hindered progress in the NCDs. It is imperative that we rally to build back better and the pharmacist's role in this is pertinent, said Associate Professor Dr Mogana Sundari Rajagopal, Dean, Faculty of Pharmaceutical Sciences, UCSI University.

The event also included the Oath taking ceremony whereby Pharmacy students who are devoted to the profession of pharmacy subscribed to the Pledge of Professionalism, led by



Research students during poster presentation.

the University Pharmacy Student Association (UPSA) president.

Part of the pledge states: The profession of pharmacy is one that demands adherence to a set of rigid ethical standards. These high ideals are necessary to ensure the quality of care extended to the patients I serve. As students who are pursuing pharmacy, we believe this does not start with graduation, rather, it begins with our membership in this professional community.

BOOK PRIZE AWARD CEREMONY

A book prize award ceremony was conducted in conjunction with World Pharmacists Day 2022. A total of 12 book prizes each with RM 1k were awarded to the top student performers of each year from 5 renowned industry partners such as BIG Pharmacy, EP Plus Group, Xepa-Soul Pattinson, Medispec Sdn Bhd and Caring Pharmacy. The book prize awards aim to provide continuous encouragement for top students to excel in their studies.

The founder and Group Managing Director of EP Plus, Mr Pang Tse Ming who was also the sponsor for the Book Prize Award,

“

The profession of pharmacy is one that demands adherence to a set of rigid ethical standards.

”

expressed his joy during his presence at World Pharmacists Day 2022. In his speech, he mentioned he was so delighted to meet with all the energetic and dedicated students of Faculty of Pharmaceutical Sciences who are hungry to learn. On the other hand, Dr Ng Bee Hong, who is the Head of Innovation and Development from Xepa-Soul Pattinson (Malaysia) Sdn Bhd, congratulated the Faculty of Pharmaceutical Sciences. He is keen on more academia and industry collaboration to train industry-relevant students.

One of the student award winner Lee Sue Kei mentioned, as a recipient of the Book Prize Award for four years in a row, I would like to acknowledge the Faculty of Pharmaceutical Sciences for their generous recognition of the student's hard work and outstanding achievements. Another student award winner, Sarenaya Dashni Rajahthurai stated that this award has kindled the fire in me to continue to work hard. I would like to thank the Faculty of Pharmaceutical Sciences and UCSI University for presenting me with this award. I am fortunate to secure a job before my graduation ceremony.

Other than these awards, there were student performances, World Pharmacists Day 2022 Cake Cutting Ceremony, sharing session by Mr Heng Thin Fook, CEO of Medispec Sdn Bhd, faculty staff awards and a presentation of the dean's list awards. Apart from these, a health booth was set up by Columbia Asia Hospital with recreational health games to enforce appropriate medication use and safety. The event was well-attended by students, lecturers and industry partners.



Group photo with the Book Prize Sponsors and organising committee.

IN AND AROUND CAMPUS

UCSI University Clubs Day

Students can pursue their extracurricular interests and hobbies on campus during UCSI Club Day. Returning and current students have nine clubs available for new members. These clubs are Society of Petroleum Engineers, Japanese Cultural Society, UCSI Kendo Club, UCSI University Chinese Cultural Society (CCS), Gourmet Club UCSI, UCSI Adventure Club, UCSI UniYouth Club, UCSI Basketball Club and Bursa Young Investor Club (BYIC).



The Opening of SABE Gallery

SABE Gallery Curatorial Team organised the official opening of SABE Gallery and the viewing of "Sengkumi" - Graduate Exhibition by the students of Diploma in Architectural Studies and Interior Architecture at Block A, UCSI University on 18 April 2023. The event was officiated by Dato' Peter Ng, UCSI Group Founder and Executive Chairman and Professor Datuk Ir Ts Dr Siti Hamisah Binti Tapsir, FASc, UCSI Group CEO and UCSI University Vice-Chancellor.



Visit from the University of Applied Sciences and Arts Northwestern Switzerland

Twenty-seven students and lecturers from the University of Applied Sciences and Arts Northwestern Switzerland visited UCSI University to share knowledge on sustainability and how it is being practised and advocated at UCSI.



New Programmes at UCSI University Springhill (Seremban/PD) Campus

LAUNCHING
SOON

BACHELOR OF ARTS (HONOURS) IN HOSPITALITY MANAGEMENT

MQA/PA16337

The Bachelor of Arts (Honours) in Hospitality Management prepares students for a leadership role in the hospitality industry through the combination of business-related knowledge, practical skills, and industry placement. In addition to the experiential learning, this programme integrates industry immersion with the academic projects and entrepreneurial competencies, providing students with a solid foundation for future success.

DIPLOMA IN PASTRY AND BAKERY

MQA/PA16326

The Diploma in Pastry and Bakery programme equips students with the theoretical knowledge and practical skills required to be a connoisseur of pastries and baked goods. The programme focuses on the art and science of baking, current issues in pastry and bakery production.

WHY STUDY BUSINESS TODAY?

Contributor: Dr Mosharrof Hosen, Faculty of Business and Management



As the world moves towards a future where advanced technology is more prevalent, it's important for business and finance students to prepare for these changes. While business and finance students may not have direct experience with these technologies, they must learn how to think and act in a way that prepares them for the changing future.

Business and finance students can gain valuable skills through learning in a university setting by enrolling in courses that emphasise the development of critical thinking skills. This is especially important for students who want to enter the business world or a related field after graduation. Students who want to enter a related field of study can learn the value of critical thinking by taking courses in subjects like statistics, economics, accounting, marketing, computer science, sustainability, and financial technology.

“
Our programmes are designed with a combination of technology, advanced business strategies, critical thinking, leadership, and problem-solving which offer market ready graduates.
”

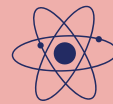
Students can also learn about the development of these skills by taking part in research projects and developing strong relationships with faculty advisors who can help them build strong connections with the business world. Business faculty programmes often provide internships and job placement opportunities for students who are interested in developing their skills in a work setting. Business and finance students can gain valuable skills through learning in a university setting by having an eye for detail and applying analytical thinking skills to real-world problems.

Many businesses today are looking for new ways to reduce costs and maximise profit. Business school students can take courses in areas such as marketing, finance, accounting, computer science, business strategy, and business ethics that will help them learn these important skills and develop important strategies for success in the business world. Students also have the opportunity to learn how to become more effective as leaders in business by taking courses on leadership, communication, conflict resolution, and other related topics.

Students who want to work in the business world should take advantage of the opportunity to get training and experience in the field by enrolling in one of the programmes at Faculty of Business and Management, UCSI University. Our programmes are designed with a combination of technology, advanced business strategies, critical thinking, leadership, and problem-solving which offer market ready graduates.

“
Many businesses today are looking for new ways to reduce costs and maximise profit.
”





COMMUNICATING SCIENCE TO THE PUBLIC: BEST PRACTICES FROM DEVELOPING COUNTRIES



Contributor: Kavita Chirara, Faculty of Applied Sciences & Tan Sri Omar Centre for STI Policy Studies

The importance of science communication has dramatically escalated in recent years. This surge is particularly in response to the rise of pseudoscience and stagnant research budgets. The debates surrounding emerging science and technologies – from artificial intelligence to the findings of genetic modification – increasingly demand public accountability and open discussion. Developing countries face many challenges in communicating science to the public. Hence, it is incumbent upon the researchers in these regions to explore ways to engage citizens, demonstrating how science can enhance their lives.

The Organization for Women in Science for the Developing World (OWSD) is an international organisation founded in 1987 and based at the offices of The World Academy of Sciences (TWAS), in Trieste, Italy. It is a programme unit of UNESCO. The association aims to champion the women scientists' leadership from developing and developed countries by strengthening their role in the development process and promoting their representation in scientific and technological fields. The OWSD Malaysia National Chapter (OWSD MNC) was established on 11 August 2011. It has organised many programmes such as the annual Women in Science forums, reading programmes for children, scientific writing workshops, personal and development webinars and many more.

UCSI University has always championed women's empowerment and development, actively moulding and celebrating our women's success. UCSI University and OWSD MNC have collaborated to organise a few events in the past such as a webinar: Gaps, Challenges and Way Forward in Research with the New Norms (2021) and Women in Science Forum: Rising among the Stars (2018). This year, both organisations joined hands again to organise another impactful webinar with the theme of 'Communicating Science to the Public: Best Practices from Developing Countries' which was held on 25 May 2023 via the Microsoft Teams platform.

This webinar aimed to engage researchers, students and the general public in science communication in developing countries. The guest speaker, Professor Datin Paduka Dr Khatijah Yusoff highlighted the importance of science communication and its evolution in Malaysia. She also emphasised that the right science communication message could influence science policy in building the nation. This webinar was moderated by Professor Dato' Dr Ahmad Ibrahim, FASc who is one of the pioneer researchers championing science communication through the newspaper write-up column in Malaysia.

Meanwhile, the panel speakers from developing countries, Assistant Professor Dr Rama Paudel (Tribhuvan University,

Nepal), Dr Nila Win (DEKINA Agri-Business Management Institute, Myanmar) and Associate Professor Dr Vimala Balakrishnan (University Malaya, Malaysia) were sharing their experiences, challenges and approaches to successfully communicating science to the public. All of the panellists agreed that successful science communication can significantly impact politics, healthcare, and science policy agendas, benefiting everyone.

The Q&A session was interactive. There were some insightful and interesting questions for the panellists. The event ends with a clear message to encourage, empower and inspire audiences to participate in scientific and technological research, activities, and tasks that benefit the nation and society. At the same time, the researchers must communicate their knowledge and findings to the public.

“The right science communication message could influence science policy in building the nation.”

PERSONALISED NUTRITION AS A NEW APPROACH FOR SUSTAINABLE DIETARY BEHAVIORAL CHANGE. DO CONSUMERS TRUST?

Contributor: Dr Vaidehi Ulaganathan, Faculty of Applied Sciences



Nutrigenomic-based personalised nutrition (PN) can be defined as an approach that helps individuals achieve long-lasting dietary behaviour changes that benefit their health. The “personalised” meaning this approach uses information on the particular individual characteristic to develop a nutritional advice or services that suit the individual personally. These characteristics included diet, lifestyle, phenotypic characteristics, and genetic characteristic. The evolution of human technology in the aspect of nutrigenetics and nutrigenomics have advanced the study of genotypic and phenotypic aspect of PN (Eggersdorfer et al. 2016). Nutrigenomic is how the nutrients influence the expression of genes, while nutrigenetics is the reaction of the genes toward nutrients.

Nutrigenetics and nutrigenomics have been intensively studied to better understand the interactions of nutrient-gene in order to develop the PN that aimed at providing optimal health and disease prevention to the community (Fenech et al. 2011, Farhud et al. 2010). PN is not a dietary approach for everyone, but only for an individual. Every individual can have a different dietary approach or PN that works best for them because everyone has different needs, health condition, goals to achieve (Chaudhary et al. 2021). Therefore, a “one-size-fits-all” approach may not be effective in providing optimal health and disease prevention for everyone. This will be the main objective of PN in the future.

However, in Malaysia, there is a limited number of companies and organisations that utilise the knowledge and technology of PN services, such as incorporating genetic information in designing healthy nutritional plans (Akademi Sains Malaysia, 2021). In other words, this means that PN services have yet to be fully implemented and Malaysians are unfamiliar with this service. People are afraid of unknown and

Every individual can have a different dietary approach or PN that works best for them because everyone has different needs, health condition, goals to achieve (Chaudhary et al. 2021)

unfamiliar things when especially the technology is involving the use of nutrigenetics and nutrigenomics. The intention to adopt PN in the Malaysian population will remain questionable if the PN services are provided in the absence of sufficient relevant research studies. Consumers were concerned about the personalised benefits and the effectiveness of the service that whether or not it can improve their health. This can be seen as a lack of consumer confidence in adoption owing to factors such as consumers’ trust in information providers and service providers (Poinhos et al. 2017). Trust in PN can refer to PN information provided by information providers, as well as the governance and regulatory system used to protect consumers’ personal information, and the people or organisations providing services. However, there is still a lack of research on consumer trust in the willingness to adopt PN services, especially consumers’ trust in information providers and service providers. Therefore, a population-based study was conducted to assess the trust of Malaysian consumer in adopting PN services. This study was conducted by a group of researchers from Faculty of Applied Sciences. The research group is known as Nutrition and Biotechnology Research in Genetics and Genomics (nBRG2) research group founded by Dr Vaidehi Ulaganathan a lecturer in clinical nutrition and nutrigenomics and Assistant Prof Dr Baskaran Gunasekaran a lecturer in Metabolomic and clinical biochemistry. Co-researchers in this research group are Dr Lim Sook Yee and Dr Tiong Yee Lian. There are 10 postgraduate students working actively in this research group.

The study found that the consumers have greater trust in obtaining PN-related information from healthcare professionals or institution, these are nutritionist and dieticians, private hospital, family doctor, and government clinic/hospital. The social media has the least trust from participants. Despite the fact that social media becoming our daily necessity and information can be access easily, it is still difficult for people to trust the information provided through social media, especially the health information. This could be due to the poor quality of information on social media. The health information available on social media were mostly lack of reliability and quality (Moorhead et al. 2013). When delivering the information about a new product or service, it is crucial to ensure the information provided is credible and obtain from credible sources. Malaysian consumers have a greatest trust in MOH to become the service regulator in regulating the PN regulations in Malaysia followed by towards general practitioner, universities and food manufacturers. Nutritionist and dieticians are the most trusted service providers among Malaysian consumers indicating their trust and perception on nutritionist and dieticians as a health professional that is capable in providing suitable nutritional advice, nutrition consultation, diet-disease management, and even to provide nutrigenomic-based nutrition intervention (Marcotte et al. 2019). The trust in ability, integrity, and benevolence of service provider are significant correlated with the intention to adopt PN services.

NEW ENTRY IN THE QS WORLD UNIVERSITY RANKINGS BY SUBJECT 2023

UCSI University made a new entry and recorded strong gains in four disciplines in the QS World University Rankings by Subject 2023, maintaining its ascension in global ranking exercises.

The University is now ranked as the 34th best university globally for Hospitality and Leisure Management, climbing six spots from last year.

UCSI broke into the top 200 in the fields of Arts and Design, as well as Business and Management Studies. It rose 58 spots to finish in the top 330 in Social Sciences and Management.

UCSI was ranked for the first time in Pharmacy and Pharmacology, breaking into the top 300.

UCSI is also ranked 21st globally for Performing Arts, retaining its long-standing status as Malaysia's top university for music and the performing arts.

UCSI vice-chancellor Prof Datuk Dr Siti Hamisah Tapsir said that the latest edition of the annual subject rankings showed that the University was making an impact in both academia and the industry.

"Maintaining an upward trajectory year after year is not easy and I would like to thank all UCSI staff, students and stakeholders for their continuous efforts," she said.

"While there are many encouraging takeaways, we remain focused on evolving to meet the needs of an ever-changing economy. We don't want our graduates to merely adapt to change - we want them to drive it.

"Moving forward, we will do more in the areas of research, international collaboration, industry partnership and thought leadership."

UCSI is Malaysia's top private university in the QS World University Rankings 2023. Ranked 284, UCSI is classified in the world's top 1%.

UCSI is the only university in the world to receive the QS Recognition for Improvement Award at the 2022 QS EduData Summit in New York.

The University presently operates four campuses in Kuala Lumpur,

Maintaining an upward trajectory year after year is not easy and I would like to thank all UCSI staff, students and stakeholders for their continuous efforts.

*Professor Datuk Ir Ts Dr Siti Hamisah Binti Tapsir, FASc
UCSI Group CEO and UCSI University Vice-Chancellor*





MAKING MORE HEADWAY 4 GIANT LEAPS. 1 NEW ENTRY.

Global Rank	Subject	Domestic Rank
21 =	Performing Arts (Music)	1
34 (↑)	Hospitality & Leisure Management	2
Top 150	Petroleum Engineering	4 =
Top 200 (↑)	Art & Design	3 =
Top 200 (↑)	Business and Management Studies	3 = (↑)
Top 300 (NEW)	Pharmacy & Pharmacology	6 = (NEW)
Top 330 (↑)	Social Sciences & Management	8 (↑)
Top 400	Chemical Engineering	8
Top 600	Medicine	7 =

Note:

- All listings follow the order of their global rank
- = indicates that two or more institutions share the same rank or score

UCSI University makes encouraging gains in four subjects and breaks into the top 300 for Pharmacy and Pharmacology at the first time of asking. Congratulations to all the faculties and institutes for their efforts in the competitive annual exercise. Onward and upward.

UCSI UNAPOLOGETIC ART FEST 2023

Contributor: Ma Jingyu and Kong Ai Ni - Bachelor of Arts (Hons) in Mass Communication, Faculty of Social Sciences and Liberal Arts

As part of the final year project, students of SM346 Mass Communication Project January 2023 organised the UCSI Unapologetic Art Fest 2023 with the tagline – “Be Expressive, Be Artistic” on 17 March 2023.



The class of SM346 Mass Communication January 2023 semester.

Professor Datuk Dr Rohana Binti Yusof, FASc Deputy Vice-Chancellor of Academic and Internationalisation (Kuala Lumpur Campus), UCSI University Kuala Lumpur Campus, officiated the launch ceremony on 15 March 2023.



UCSI students enjoyed the many performances lined up during the event.

This event aimed to encourage all art lovers to pursue their passion, showcase the beautiful art in people's hearts, and express the beauty of vibrant colours and bold art.

Three events comprised the three-month campaign from January to March 2023. The main event opened to students, and the general public. There were live performances and fashion extravaganza at the Colina Campsite. The "Live Performances" were meticulously designed and showcased breathless performances featuring a stellar lineup of guest performers, including Rodiarc, Immanuel, Kezia, Victor, UCSI Dance Club, Natalie and Friends, Xyedwin, Night Skies and Visions, Youth and Demise, Paradise, Leon, Yeoh, and Dheyran.



The creative fashion designs showcased by the ICAD students.

The "Fashion Extravaganza" highlighted the originality, creativity, and individuality of the talented student designers from the De Institute of Creative Arts and Design (ICAD) with 20 pieces of highly authentic, fashionable, and elegant clothing in the casual, evening, and avant-garde designs. Moreover, Joshua D. Louis, a self-employed designer who finds inspiration in music, culture, and the natural world, further spiced up the event by bringing along his amazing designs and talented models.

UCSI Artistic Photography Competition Award Ceremony with the topic "Emotions Being Caught" was one of the highlights of the closing event. To give a forum for showcasing the beauty of unprocessed emotions and capturing a moment of expression, the competition was made available to all UCSI students.





Professor Datuk Dr Rohana Binti Yusof, FASc delivering the opening speech during the launch.

Adilm Khalid Mukhtar Aidireejah @ Adam Dreja who is currently pursuing the Bachelor of Computer Science at UCSI University won the first prize and received RM300 in cash, Stately Wong, an outsider, won the second prize and received RM200 in cash, Jessica Yip from the Mass Communication Department, was the third prize winner and received RM100 in cash.

The judges of this photography contest were Mr Rocky Dandabani Pillai from UCSI Group Corporate Affairs and Ms Gloria Chan from the Mass Communication Department, FOSSLA.

As part of our community effort for this project, we donated the funds collected for this project to an autistic centre. Professor Datuk Dr Rohana Binti Yusof, FASc on behalf of the organising



Professor Datuk Dr Rohana Binti Yusof and Professor Dr Richard Peter presented the donation of RM3500 to Mr Cason Ong (third from left), Honorary Secretary of NASOM The National Autism Society of Malaysia.

committee of the UCSI Unapologetic Art Fest, presented a mock cheque for a sum of RM3,500.00 to Mr Cason Ong, Honorary Secretary of NASOM The National Autism Society of Malaysia.

"At UCSI University, we practice our praxis approach, which focuses on applying theory to practice fulfilling our students' potential. Our students organised this event promoting the United Nations Sustainable Development of SDG 4: Quality Education, SDG 5: Gender Equality, SDG 11: Sustainable Cities and Communities and SDG 17: Partnerships for the Goals, added Professor Datuk Dr Rohana Binti Yusof.



Adilm Khalid Mukhtar Aidireejah (fourth from right), Ashby Wong Xin Yin representing Stately Wong (third from right) and Jessica Yip (third from left) as they received their awards from Professor Datuk Dr Rohana Binti Yusof, FASc.

“

At UCSI University, we practice our praxis approach, which focuses on applying theory to practice fulfilling our students' potential.

- Professor Datuk Dr Rohana Binti Yusof, FASc -

”

SPEAKING FOR CHANGE

Contributor: Faculty of Social Sciences and Liberal Arts



In January 2023, **Kong Chew Ching**, **Shaid Shaddiq bin Sunaimi**, **Lim Xin Jie**, and **Ron Ng Jin Ye** who are the undergraduates from the Faculty of Social Sciences and Liberal Arts, UCSI University were shortlisted to participate in the Online International Intervarsity Undergraduate Public Speaking Competition (IIUPSC) where each competitor was tasked to curate and deliver a short moving speech based on the prompt: "What is your biggest concern?"

IIUPSC was organised by UPM Malaysia, in collaboration with Universiti Sains Malaysia (USIM), Universiti Utara Malaysia (UUM), UCSI University and Jeonbuk National University from Korea. The students prepared their speeches by the end of 2022 while the winners were announced in early 2023. **Adani Binti Mohamad Zaidi** and **Nur Elmyra Farhana** were in charge of reporting the messages that the UCSI finalists aspire to share with their peers.

“

One may never know what one may find within oneself.

”

This public speaking competition was the first for Shaid. He said, "I was timid back then. Now, I'm trying to come out of that bubble and experience more things". His topic was a unique take on how convenience could be affecting our habits and behaviours. With an eye-opening beginning and outstanding animations, he confidently claimed his finalist spot.

Meanwhile Kong Chew Ching spoke about 'The Lack of Proper Waste Management in Malaysia' as she wanted to raise environmental awareness among the public. Her unforgettable first-hand experience with the mismanagement of waste in her hometown motivated her to make her voice heard on the issue.

Although this was not Ron's first competition, it still took him by surprise when he was chosen as a finalist. His speech on "The Problem with Fast Fashion" was delivered with intense passion and knowledge on the ever-changing trends of how big companies continue to produce and contribute to the growing carbon footprint. It was delightful to witness the success of these students which was achieved through being vocal about their passions.

Lastly, Lim Xin Jie (Jaycee) who clinched the second runner-up position wanted to emphasise to whoever experienced self-doubt to "Always try". One may never know what one may find within oneself. Trying new things promotes character development and joining something entirely new can diversify networking. Jaycee also wanted to highlight that all of us have nothing to lose when taking new risks.



(From left) Kong Chew Ching, Shaid Shaddiq bin Sunaimi, Lim Xin Jie, and Ron Ng Jin Ye were the participants from UCSI University.

These four stars of UCSI University are determined to inspire us to go beyond our comfort zones. From fast fashion to garbage wastage, our students are standing up to address issues and voicing out their personal concerns through captivating speeches.



ETHNOBOTANY AND YOU

Contributor: Assistant Professor Alice Phua Choon Yen, Faculty of Applied Sciences



Ethnobotany is the study of people and their interactions with plants. “Ethno-” from “ethnic” refers to an ethnic group of people, and “-botany” to the plants used by them according to their culture and traditional knowledge. Thus, ethnobotany is an area of study where the usage of plants, such as for medicine, food, utility and ceremonial or ritual purposes, according to an ethnic group’s traditional knowledge, beliefs and practices are documented.

“**The ethnobotanical study also serves as a precursor for drug discovery.**”

The ethnobotanical study serves as a means of traditional knowledge preservation of an indigenous group of a certain geographical location. Such studies document the practices, beliefs and knowledge that have been handed down through generations which are related to human-plant interactions, these are largely experiential knowledge learnt through continuous observation and disseminated among members of an indigenous community. However, lifestyle modernizations of such communities are becoming a reality nowadays, such that members of such communities and even the natural surroundings of their geographical locations are becoming scarce, added easier access to modern

medicine, education and amenities, have eroded the collection and practices of such traditional knowledge. Thus, ethnobotanical research can document such a knowledge body before it goes into extinction. A case study done by Xiong et al. (2020) on the Buyi community of Luoping County in eastern Yunnan has unravelled 56 (out of 121) species that have never been documented in any scientific literature as being of medicinal value.

The ethnobotanical study also serves as a precursor for drug discovery. Documentation of traditional uses of a certain plant species to treat certain ailments serve as a resource for candidate plant chemicals expected to give desired therapeutic effects in the field of medicinal chemistry. The candidate plant chemicals extracted from plants of traditional knowledge reputation will then undergo further studies to finally give rise to drug discovery in the pharmaceutical industry. For example, in a study done by Zhao et al. (2020), 161 species of plants used by the Naxi community in northwestern Yunnan were documented to be used for treating skin conditions, which have been corroborated in past scientific literature to be active ingredients in skin treatments.

Ethnobotanical knowledge is related to a community’s lifestyle and thus their natural surroundings. Such knowledge can provide insights into sustainable land and plant resource management. New plant species and even new locations for a plant species facing threats of extinction are open for discovery with such ethnobotanical efforts. Various natural crises that man experienced since time immemorial, such as the recent COVID-19 pandemic, demonstrate the connection between ecological and human systems that have far-reaching implications on biodiversity, food security,

water supply security, and most fundamentally, human survival. In the words of the Declaration of Kaua’i (Prance 2007):

“**Ethnobotany can strengthen our links to the natural world. It makes it possible for us to learn from the past and from the diverse approaches to plants represented by the different human cultures that exist today. Ethnobotany is at once a vital key to preserving the diversity of plants as well as to understanding and interpreting the knowledge by which we are and will be, enabled to deal with them effectively and sustainably throughout the world. Thus ethnobotany is the science of survival.**”

References:

- Xiong Y., Sui X., Ahmedet S. Ethnobotany and diversity of medicinal plants used by the Buyi in eastern Yunnan, China. *Plant Divers.* 2020;42:401–414. doi: 10.1016/j.pld.2020.09.004.
 Zhao Y., Yang Z., Lang B. Skincare plants of the Naxi of NW Yunnan, China. *Plant Divers.* 2020;42:473–478. doi: 10.1016/j.pld.2020.12.005.
 Prance G.T. Ethnobotany, the science of survival: a declaration from Kaua’i. *Econ. Bot.* 2007;61:1–2. doi: 10.1007/BF02862367.

GUARDIANS OF THE LAB: SAFEGUARDING BIOSAFETY AND BIOSECURITY

Contributor: Dr Lau Yin Yin, Faculty of Applied Sciences



Living modified organisms (LMOs) are organisms whose genetic material has been altered in a laboratory through genetic engineering techniques to express specific traits or characteristics. The field of genetic engineering has been rapidly advancing over the past few decades, leading to the creation of many LMOs that have important applications in medicine, agriculture, and industry.

One of the most significant applications of LMOs is in agriculture. Genetically modified crops, or "GMOs," have been developed to improve crop yields, enhance pest resistance, and reduce the use of pesticides and herbicides. These modifications can be achieved by introducing genes from other organisms, such as bacteria or viruses, into the plants' DNA. By doing so, scientists can create crops that are more resilient to disease and pests, making them more productive and profitable for farmers. LMOs are also being developed for use in medicine. For example, scientists are exploring the use of genetically modified viruses to treat cancer. These viruses are designed to target cancer cells specifically, delivering a therapeutic payload that can help destroy the tumour.

Despite the many potential benefits of LMOs, there are also concerns about their safety and potential impact on the environment. Some worry that LMOs may have unintended effects on non-target organisms or ecosystems. There are also concerns that GMOs could crossbreed with wild plants, creating new and potentially harmful organisms. As a result, the issue of biosafety and biosecurity has become an increasingly important concern in the field of biotechnology.

Biosafety refers to the containment principles, technologies, and practices that are employed to prevent the unintentional exposure to, or release of, biological agents that can cause harm to humans, animals, or plants. These measures include the development of laboratory techniques and procedures to minimise the release of LMOs into the environment, as well as regulations to control the use

and distribution of these organisms. The biosafety regulations in Malaysia are governed by the Biosafety Act 2007 and the Biosafety (Approval and Notification) Regulations 2010. The Act and Regulations provide for the establishment of a National Biosafety Board, which oversees the safe handling and use of GMOs and other biological agents. The regulations require all activities involving GMOs to be registered and approved by the National Biosafety Board before they can be carried out.

“**LMOs are also being developed for use in medicine. For example, scientists are exploring the use of genetically modified viruses to treat cancer.**”

Biosecurity, on the other hand, refers to the measures taken to prevent the theft, loss, or intentional misuse of biological agents or materials that could be used as biological weapons. The biosecurity regulations in Malaysia are governed by the Strategic Trade Act 2010, which regulates the export, transshipment, transit, and brokering of strategic items, including biological agents and equipment. The Act requires

exporters to obtain permits for the export of controlled items, and also imposes strict penalties for the illegal export of such items.

As the field of genetic engineering continues to advance, it is likely that we will see the development of more LMOs with new and innovative applications. However, it is important to proceed with caution and ensure that these organisms are safe and do not have unintended consequences on the environment or human health. By striking a balance between innovation and caution, we can ensure that LMOs continue to provide important benefits while minimising their potential risks.

The Institutional Biosafety Committee (IBC) at UCSI University was founded in 2014 and is made up of a diverse group of experts from various scientific and non-scientific disciplines, including faculty members, biosafety officers, researchers, and members of the community. The main goal of the IBC is to protect people and the environment by identifying, assessing, and managing the risks associated with the use of biological materials in research and education. The committee is responsible for reviewing research proposals and teaching activities that involve the use of biological materials and ensuring compliance with relevant national and international regulations and guidelines. To minimise the risks associated with LMOs, researchers involved in their use and distribution must be aware of these regulations and take steps to comply with them. If you have any enquiries related to biosafety, please contact UCSI IBC at ucsi.ibc@ucsiuniversity.edu.my



ENGINEERING PROFESSORS RECEIVED GLOBAL DISTINGUISHED AWARDS 2023



Contributor: Assistant Professor Dr Mohamed Khan Afthab Ahamed Khan, Faculty of Engineering, Technology and Built Environment

The organising committee of IEEE IAS Global Conference on Renewable Energy and Hydrogen Technologies (GlobConHT) proudly bestows the Global Distinguished Researcher award to Dr M. K. A. Ahamed Khan, Assistant Professor in the Mechanical and Mechatronics Engineering Department of UCSI University. The Global Distinguished Young Scientist Award goes to Dr Mastaneh Mokayef, Assistant Professor in the Electrical Electronics Engineering Department of UCSI University. The awards are given based on their outstanding contribution to research.

During the conference, Dr M. K. A. Ahamed Khan presented a paper titled - An Improved DC Circuit Breaker with Enhanced Energy Recovery Efficiency for Renewable Energy Application. This paper is currently published in the IEEE Xplore and Indexed in Scopus. He also serves as a Technical Programme Committee member for the conference and reviewed five papers.



Dr M. K. A. Ahamed Khan receiving the Global Distinguished Researcher award from Distinguished Professor Chris Mi of San Diego State University, USA.

The Organising Committee of GlobConHT and the distinguished academicians jointly collaborated globally to recognise the potential international talents who contributed distinguishably in the areas of Emerging Technologies, particularly in the field of Industry Applications Society, to achieve Sustainable Development Goals for the world.

More than 200 nominations from various countries were invited to participate in different categories. A high-level technical committee shortlisted 30 award winners.

The IEEE IAS Global Conference on Renewable Energy and Hydrogen Technologies (GlobConHT) was organised on March 11-12, 2023 at the Maldives National University, Male City (Maldives), with 100 % Financial Sponsorship of IEEE Industry Applications Society USA.

GlobConHT provided an opportunity for practicing engineers, academicians, and researchers to meet in a forum to discuss various issues and the future direction of various Emerging Technologies of allied areas of the Industry Applications Society. The conference put together experts from the relevant areas to disseminate their knowledge and experience for the relevant future research scope. The conference is 100% financially sponsored by IEEE Industry Application Society USA and technically sponsored by eight top Universities across the world. There are 10 tracks in the conference covering almost all areas of the Industry Applications Society and more than 200 researchers from 30 countries participated in the conference and presented their research work.



Dr Mastaneh Mokayef receiving the Global Distinguished Young Scientist award from Dr Nishad Mendis, Manager of Bureau Veritas Group, Australia.

The major objectives of the conference series (GlobConHT) are as follows:

- To provide a prestigious international forum for specialist presentations and interactions in one or more areas of Engineering and Technology within its tracks through papers, exhibitions, plenary talks, tutorials, etc;
- To contribute to the development, progress, and welfare of societies (S/Y/W) by disseminating technological knowledge and experience.
- To encourage the study and discussion of technology and technological applications in a broad social, political, and human context.
- To polish and boost the interpersonal and professional skills of volunteers with the guidance of leaders and renowned personalities in the respective field of Engineering & Technology.

INTERNATIONAL RESEARCH CONFERENCE ON PHARMACEUTICAL AND ALLIED SCIENCES (IRCPAS 2023)

Contributor: Dr Marwan Abdelmahmoud Abdelkarim Maki, Faculty of Pharmaceutical Sciences

UCSI University's Faculty of Pharmaceutical Sciences hosted the second International Research Conference on Pharmaceutical and Allied Sciences (IRCPAS 2023), themed "21st Century Frontiers: Paradigm Shift in Research and Innovation" at the Le Quadri Hotel Kuala Lumpur on 11 and 12 March 2023. The co-hosts include Delhi Pharmaceutical Sciences and Research University, Nihon Pharmaceutical University and the Faculty of Pharmacy at Universitas Muhammadiyah Purwokerto.

The two-day conference was launched by Professor Ir Dr Jimmy Mok Vee Hoong, Pro-Vice Chancellor UCSI University Springhill campus. More than 200 people attended the hybrid conference, which featured eminent international speakers from the pharmaceutical and allied sciences field.



The opening remarks by Professor Dr Jimmy Mok Vee Hoong, Pro-Vice Chancellor Springhill campus

Following the success of the first International Research Conference on Pharmaceutical and Allied Sciences (IRCPAS 2020), the IRCPAS 2.0 conference aimed to provide a potential platform for researchers, industry delegates, academicians, and other potential resource personnel from all over the world to meet and exchange knowledge in pharmaceutical and health sciences research and innovation.

"Good quality research and development are crucial to the long-term success of the pharmaceutical industry. Hence, this is where UCSI University comes in, providing high-quality education and training to students," said Professor Dr Jimmy Mok Vee Hoong, Pro-Vice Chancellor of UCSI University's Springhill campus.

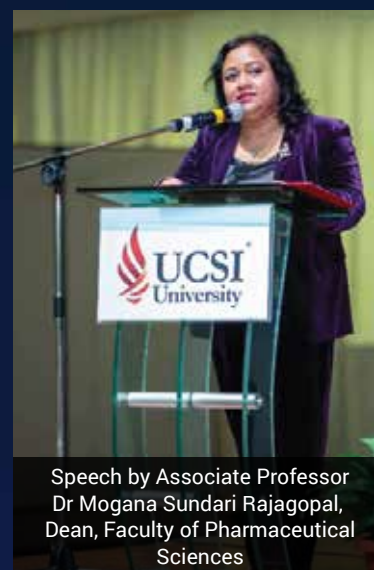
"With the advent of the Industrial Revolution 4.0, the theme of the conference becomes critical for pharmacists and allied health scientists to embrace the use of technology via interdisciplinary research and to grow beyond traditional roles," said Associate Professor Dr Mogana Sundari Rajagopal, Dean of Faculty of Pharmaceutical Sciences UCSI University. She expressed her gratitude to all the delegates and sponsors for their full support, cooperation and contribution to the IRCPAS 2.0.



The team and participants of IRCPAS 2023.

The conference covered a wide range of topics, including Functional Foods from Tropical Seaweeds: A Blue Economy Opportunity, The Latest Development in Liposomal Formulations for the Detection, Prevention, and Treatment of Coronavirus Disease (COVID-19); Halal Cosmetics and Pharmaceuticals; The Role of Pharmacists in Promoting Healthy and Valuable Lifestyles; Critical Clinical Gaps in Cancer Precision Nanomedicine Development; and many others. In addition to the talk, the conference hosted a forum on Nuclear Medicine in Malaysia: Challenges and Opportunities. "In Malaysia, nuclear medicine is still in its infancy. Most are imported, increasing the cost to deploy. The demand for nuclear medicine is rising, creating a strong case for greater attention and investment," said Professor Datuk Dr Ahmad Ibrahim, FASc Tan Sri Omar Centre for STI Policy, UCSI University.

"The conference has also opened the doors to research and academic collaborations with other universities and research organisations," said Professor Dr Ramesh K. Goyal, Vice-Chancellor of Delhi Pharmaceutical Sciences and Research University (DPSRU), who was also one of the speakers at the conference. He thanked the Faculty of Pharmaceutical Sciences' organising committee for providing the platform and congratulated them on the success of IRCPAS 2.0.



Speech by Associate Professor Dr Mogana Sundari Rajagopal, Dean, Faculty of Pharmaceutical Sciences

PHARMACEUTICAL AND ALLIED SCIENCES



(Left to Right) Lau Kee Wei, Dr Siti Zarina Amir Hassan, Professor Dato' Dr Ahmad Bin Ibrahim, FASc, Emeritus Professor Dr Ng Kwan Hoong and Dr Siti Najila Mohd Janib

During the event, the faculty of Pharmaceutical Sciences also launched Complementary Medicines Education (CMEd) programme in collaboration with Blackmores Institute, Australia. This programme is a fantastic opportunity for all pharmacy students and registered pharmacists to be certified complementary medicine specialists.



Launching Complementary Medicines Education (CMEd) programme in collaboration with Blackmores Institute, Australia.

The renewal of the Memorandum of Understanding (MoU) with UCSI University and Nihon Pharmaceutical University, Japan also took place at the event. The formal signing was conducted by Professor Dr Jimmy Mok Vee Hoong and Professor Dr Minoru Tsuzuki, Vice-President of Nihon Pharmaceutical University, attended by Professor Ph.D. Ichiro Arai, Head of the International Academic Exchange Committee at Nihon Pharmaceutical University, further extended the long-standing cooperation between the two universities.



Group photo of MoU renewal signing ceremony with Nihon Pharmaceutical University, Japan.

Associate Professor Dr Anand Gaurav, Chairperson of IRCPAS 2.0 and Assistant Professor Dr Muhammad Junaid Farrukh, Vice-chair of IRCPAS 2.0, acknowledged their co-hosts from Japan, Indonesia and India for their staunch support. They applauded the hard work and dedication of the IRCPAS 2.0 organising committee, volunteers, and sponsors who have made this event possible. Their efforts behind the scenes have been invaluable.

Organised by UCSI's Faculty of Pharmaceutical Sciences, the conference drew more than 200 participants worldwide.



Good quality research and development are crucial to the long-term success of the pharmaceutical industry. Hence, this is where UCSI University comes in

- Professor Dr Jimmy Mok Vee Hoong, Pro-Vice Chancellor of UCSI University's Springhill (Seremban/PD) campus -



REGIONAL CENTRE OF EXPERTISE (RCE) KUCHING “THEMATIC VIRTUAL EXHIBITION”

Contributor: Dorothy Dzrandimay Desson, RCE Kuching

Set forward by the United Nations (UN) in 2015, the Sustainable Development Goals (SDGs) are a collection of 17 global goals aimed at improving the planet and the quality of human life around the world by year 2030. Hosted by UCSI University, RCE Kuching collaborated with RCE Youth Ambassadors as its main stakeholder, we initiated and created a platform named [Regional Centre of Expertise (RCE) Kuching “THEMATIC VIRTUAL EXHIBITION”].



For more information about us RCE Kuching and the SDGs, you may scan on the QR codes found towards the end of the videos. Or, you may also click on the Facebook, RCE Kuching, Global RCE Network and UN SDG logos, found at the bottom right-hand corner of this virtual platform.

Objectives of the thematic virtual exhibition is to enhance our sphere of reaching out in promoting, creating awareness on and educating SDG and ESD through our virtual event. To showcase the impact of teachings and learnings through the research and all the activities organized and delivered by RCE and in partnership with UCSI University students and RCE Youth Ambassadors as the main stakeholders and other organisations.



Scan the QR code or go to <https://bit.ly/RCEKuching-ThematicVirtualExhibition>

Areas of concern in the exhibition are:-

- 1) People/Social
- 2) Prosperity/Economic
- 3) Planet/Environment
- 4) Peace/Justice

RCE Kuching aims to engage with all sectors in the society, especially youth to raise the sustainability literacy in the rural and urban communities of Kuching.

An RCE is a regional network of existing institutions and individuals, committed to using education and learning as tools for building a sustainable future.

RCE efforts encourage innovation and new approaches to sustainable development. They translate existing knowledge into concrete actions and empower individuals to make sustainable choices for themselves and their communities.

The ESD Programme assists in the creation, coordination, and development of multi-stakeholder networks with a focus on Regional Centres of Expertise (RCEs) on ESD.

Acknowledged by United Nation University (UNU) on September 2018, the Regional Centre of Expertise Kuching (RCE Kuching) was established to create and promote sustainable-literate communities in Sarawak's capital City. As the first RCE in East Malaysia and the fourth in the country, its focus area and projects are concentrated in and around the main water source for Kuching – Sarawak River Kiri.

Take on our awareness Quiz ! (e-certificate provided)

<https://bit.ly/RCEKuching-AwarenessQuiz>

Special thanks to the SDG11 Sustainable Communities (WG4) working group team and speakers from UCSI University.

REPRESENTATION OF UCSI UNIVERSITY AT 5TH ASEAN-INDIA BUSINESS SUMMIT



Contributors: Assistant Professor Dr Rajat Subhra Chatterjee, Head of Praxis & Assistant Professor Dr Naveed Ur Rehman, Head of Research and Postgraduate Studies - Faculty of Business and Management

On March 6, 2023, the ASEAN-India Business Summit was held in Kuala Lumpur, Malaysia bringing together government officials, business leaders, entrepreneurs and policymakers from ASEAN, Malaysia and India to discuss opportunities and challenges to promote trade, investment, economic cooperation and integration.

The event was hosted by the ASEAN-India Business Council (AIBC), in collaboration with the Ministry of International Trade and Industry, Malaysia.

The summit was attended by representatives from various industries including technology, finance, healthcare and pharmaceutical and renewable energy. The one-day event featured keynote speeches, panel discussions, and networking sessions aimed at strengthening trade and investment ties between ASEAN and Malaysia-India.

In his remarks, Malaysian Minister for Communications and Digital YB Tuan Fahmi Fadzil highlighted the importance of deepening economic integration between ASEAN and Malaysia-India, which would not only benefit both regions but also contribute to global economic growth.

"We must continue to explore new opportunities for collaboration and deepen our economic integration to ensure the sustainable development of our respective countries," he said.

The Minister of State for Electronics & IT, Shri Rajeev Chandrasekhar said India's rapid digitalisation across sectors holds great potential for its partnership with ASEAN countries. He further added "Digital technologies have been key drivers of economic development in the ASEAN region, especially in sectors such as e-commerce, online media and financial services. Indian IT companies have played an integral part in the digital transformation journey of Malaysia and other ASEAN countries."



Delegates and Dignities of 5th ASEAN-India Business Summit with YB Tuan Fahmi Fadzil, Minister for Communications and Digital, Malaysia

"We must continue to explore new opportunities for collaboration and deepen our economic integration to ensure the sustainable development of our respective countries,"

- YB Tuan Fahmi Fadzil,
Malaysian Minister for
Communications and Digital -

attendees expressed their optimism for the future and pledged to work together to promote sustainable economic growth and prosperity.

Under the leadership of Dr Pek Chuen Khee, Dean of Faculty of Business and Management, the four-member delegation from UCSI University participated in the event, including, Dr Naveed R. Khan, Dr Rajat Chatterjee and Mr Foo Feng Ee.



Dr Naveed R. Khan and Dr Rajat Chatterjee, Head of Praxis at UCSI University's Faculty of Business and Management

The ASEAN India Business Summit saw the participation of more than 500 business leaders, government officials, and entrepreneurs from the ASEAN region, Malaysia and India. The event provided a unique opportunity for businesses to network, explore new business opportunities, and forge partnerships.

The ASEAN-India Business Summit concluded with a commitment to further enhance economic cooperation and integration between the two regions. The

THE UCSI GAZETTE

ucsiuniversity.edu.my

UCSI Education Sdn Bhd [198901008177 (185479-U)]