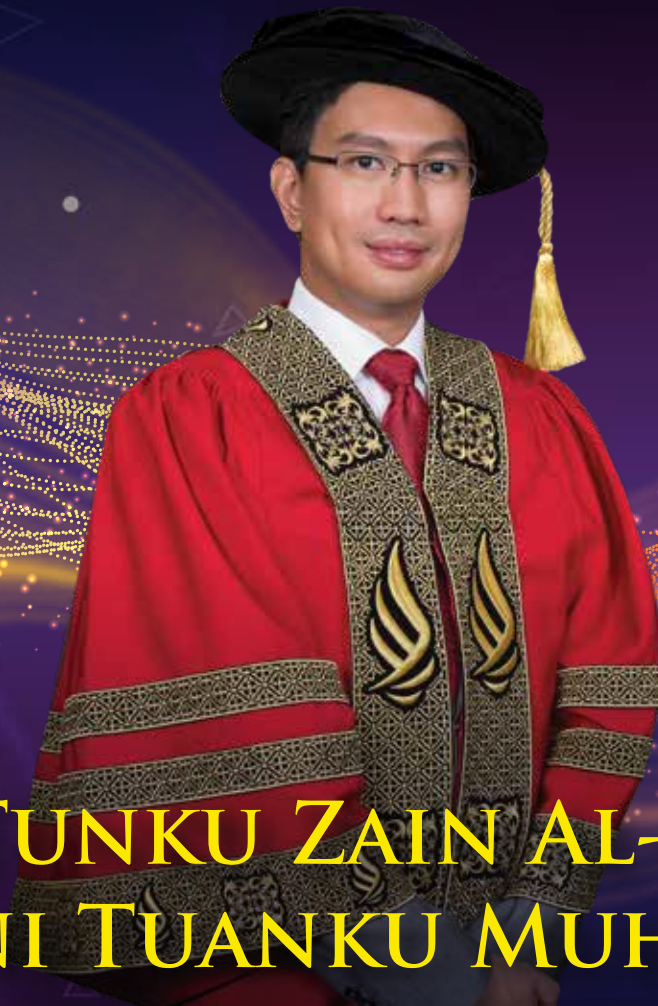


THE UCSI GAZETTE

THE UNIVERSITY MAGAZINE



**YAM TUNKU ZAIN AL-'ABIDIN
IBNI TUANKU MUHRIZ**

**PRO-CHANCELLOR
UCSI UNIVERSITY**

VOLUME 29

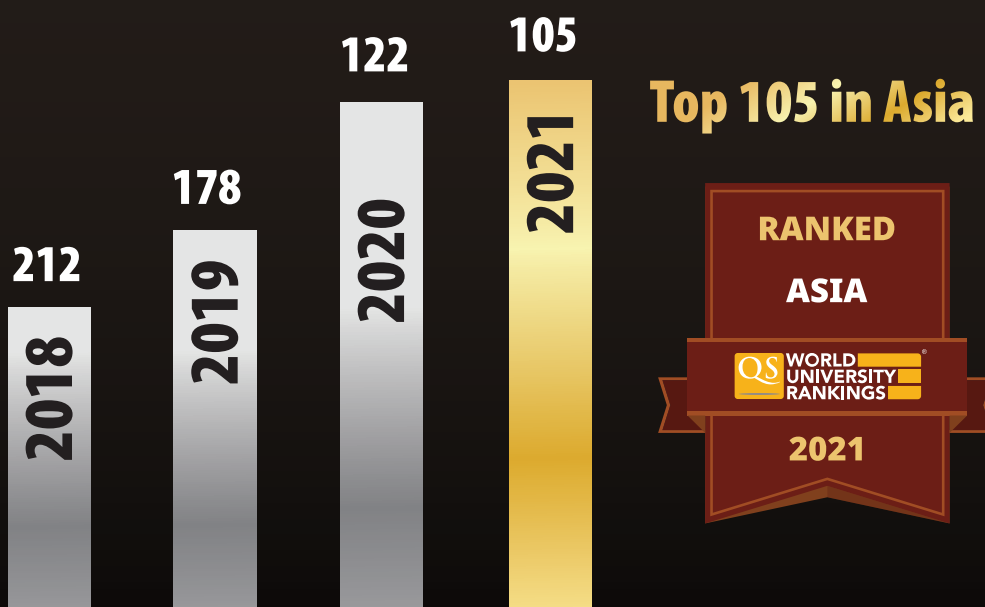


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TOP 8 IN MALAYSIA

(source: QS Asia University Rankings 2021).

UCSI University has improved its ranking to be placed as the eighth best university in Malaysia, and climbed 17 spots to be ranked 105 in the Asian edition of QS World University Rankings.



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ibni Tuanku Muhriz**

Pro-Chancellor, UCSI University



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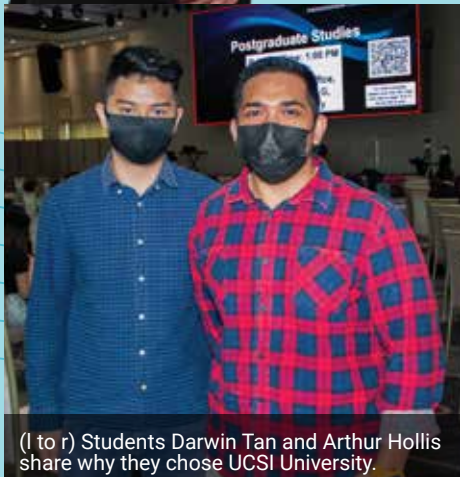


Associate Professor Ir Dr Jimmy Mok Vee Hoong

“Do things with a purpose. What you seek you will eventually find, so be proactive not passive.”



“...go a step further into constructive thinking. Adopt initiatives that are constructive.”



(l to r) Students Darwin Tan and Arthur Hollis share why they chose UCSI University.

constructive. I suggest to provide feedback with solutions,” he added.

For Darwin Tan, taking the Bachelor in Finance and Investment programme at UCSI, the ambience, environment and facilities provided made him choose UCSI.

“The environment is not stressful as the seniors and the counsellors are helpful. I wish to excel and this a great platform to know more people,” he said.

Arthur Hollis, a Foundation in Arts (Mass Communication) student said that everything about UCSI has been pleasing so far.

Orientation is that time when students look forward to a new chapter in their lives. As they transition into university life, they may face uncertainties and challenges but it is this day that will set the tone for the rest of their lives as students.

With this in mind, Academic, Student and Alumni Affairs Deputy Vice-Chancellor Associate Professor Ir Dr Jimmy Mok Vee Hoong gave a moving speech on behalf of the Vice-Chancellor and President. He emphasised that what one experiences and achieves will make an impact on the rest of one's life. Therefore, he said, it is important to gain as much as one can.

“Do things with a purpose. What you seek you will eventually find, so be proactive not passive. Synergise your future. Take part in our CCP programmes to accelerate your capabilities,” he said.

“We are familiar with critical, creative and innovative thinking, but go a step further into constructive thinking. Adopt initiatives that are



Students prepare themselves to transition into university life.

“The University is centralised and Mass Communication itself can open up many possibilities including a better social structure,” he said.

For him, it is all about learning more about himself and how people behave that will shape future perspectives. He believes that his time at UCSI will also help him to grow as a person with the guidance of lecturers.



Students attended the Orientation Day eager to begin their new journey.

The January Orientation 2021 saw 150 students attending physically while 360 were online participants. Among other presentations from different departments within UCSI, the event included a talk by Norani Abu Bakar, UCSI Group SDG Secretariat Office Executive Director, who highlighted the importance of sustainability in education.

She also addressed the 17 Sustainable Development Goals and how these goals consist of social, economic and environmental aspects where it is only through working together we can change the future and transform our way of life.

Overall, the Orientation Day January 2021 gave students a preamble to what they would be expecting when they start their studies at UCSI University. It was informational as well as engaging as students prepared themselves in anticipation of what was to come.

UCSI Free Market 2020 – Go Live!



(l to r) Assistant Professor Ts Chit Su Mon and Dr Chaw at the online event.



There were many items to give away including books and toys as well as practical items such as shampoo and toothpaste.

The Free Market is similar to a regular flea market but there is no buying and selling and no barter trade. Visitors are welcome to take home any item on display for free, without any catch.

This year the UCSI Free Market was a collaborative effort between the Faculty of Business and Management (FBM) and the Institute of Computer Science and Digital Innovation (ICSDI).

The UCSI Free Market concept was brought forward by Computer Science head of department Assistant Professor Ts Chit Su Mon and Assistant Professor Jeff Lai (Actuarial Science and Applied Statistics head of programme). This is the third year that this event has been organised.

“We give, we take, we share!”

- Assistant Professor Ts Chit Su Mon

“The benefits of this event are many. The contributors can share what they have and at the same time they can take whatever they think is suitable or useful for them. Instead of leaving those items at home or just throwing them away, they may be useful to others. We only share items which are in good condition. We give, we take, we share!” said Su Mon.

Free Market also encourages the contribution of skills and services like medical check-ups, legal or even financial advice. This year, Rachel Yang from FBM volunteered to be a promoter while Dr Eva (FBM deputy dean) and Dr Chaw (Management Studies head of department) were moderators.

Items included a laptop, camera, bluetooth speaker, household items such as floor cleaners, shampoo, boxes of masks, bottles of hand sanitiser and tooth paste which are practical for daily use.



Engaging With The Community



Loading of the donation items into the truck.

UCSI's Faculty of Applied Sciences held its 'Engage With The Community' project on 8 December, 2020. Staff and students alike participated in the event working together with Malaysia Agathiyar Universal Mission Organisation (AUM) to collect donated items.

These items, comprising books, clothes, toys, electrical appliances, kitchen utensils and stationery were distributed to B40 families in PPR Kota Damansara and families in Seremban. The event was in support of UN SDG 12 – Responsible Consumption and Production, Goal 13 – Climate Action and Goal 17 – Partnerships For The Goals.

According to event chairperson Kavita Chirara, the event was extremely beneficial as it provided a chance to give to others and share with each other during these challenging times.

The event saw students and staff collecting, arranging and labelling items for distribution. Their collective hard work as well as team work were apparent in their eagerness and willingness to do their part in helping the needy.

Assistant Professor Dr Tan Choon Hui also said the event was meaningful and was a win-win situation where donors got to “de-clutter” their homes.

“Often times, we buy too many things. This is an opportunity to give to the poor and needy. It is also a chance for us to contribute to the community in a responsible way,” she said.

Applied Science PhD students Abbirami Balachandran and Carine Lim had no second thoughts in participating in the donation drive. They said reaching out to people not only brought happiness to the recipients but also made them happy too.



A group picture of UCSI students and staff at the donation drive.

Head of Praxis, Industry and Community Engagement Associate Professor Dr Patrick Nwabueze Okechukwu had this to say:

“As a praxis university, the benefits in engaging with the community are countless. We learn from the emotional aspect, the empathy aspect and the project aspect. We get to see the bigger picture and become motivated to do good to the community as a whole.”

Agathiyar is a non-religious community action group established in 2014 that distributes food to the homeless and underprivileged as well as provides basic medical aid and motivational talks. They also provide resources for the needy to improve their quality of life.

Their vision is to contribute to a conducive condition of good governance and sustainable livelihood towards a poverty free society.

The transportation cost for the donated items to be sent to recipients at PPR Kota Damansara was fully borne by the Gujarati Association of Wilayah Persekutuan and Selangor, represented by Dipak V. Damani who was also present at the event.

Overall, the event was successful and one in which participants got to experience the joy of giving, being compassionate and empathetic towards those less fortunate.



The MPS-UCSI Compounding Workshop

UCSI's Faculty of Pharmaceutical Sciences (FPS) held a refresher workshop on compounding pharmacy as a preamble to the 53rd Annual National Pharmacists Convention hosted by the Malaysian Pharmaceutical Society (MPS).

Compounding pharmacy is basically the process by which a pharmacist, using compounding techniques, tailor-makes a medical preparation to meet the special needs of a patient. Target consumers include the elderly, children, patients with allergies to commercialised medicine, patients with ethical or religious convictions and even pets.

"Pharmacists Beyond Tomorrow" was the theme of the convention, aptly describing the situation pharmacists are now facing with the advent of COVID-19. FPS took up the challenge of bringing the workshop to an online audience via Microsoft Teams.

This year, the National Pharmacy Convention Scientific Committee chair was former FPS dean and MPS council member, Professor Dr Yeoh Peng Nam. The workshop itself was headed by the current FPS dean, Associate Professor Dr Mogana Sundari Rajagopal who is also an active member of MPS and has over 20 years of experience in pharmacy.

In her opening address, Dr Mogana emphasised that pharmacists should spearhead this specialised service and as medication experts, they are the only health care professionals that can introduce this service to a wider audience as they have and are trained with the knowledge of drug substances that are physicochemical in nature, pharmacology, and pharmacokinetic characteristics.



The preparation of calamine cream.

“Compounding pharmacy is the process by which a pharmacist tailor-makes a medical preparation to meet the special needs of a patient.”

Por Choo Shiuan also from FPS was appointed technical coordinator while Anabelle Rose Joykin was the first speaker of the workshop. Por is a UCSI graduate, with a Bachelor of Pharmacy with First-Class Honours and a Master of Clinical Pharmacy Practice. Anabelle has had almost 10 years' experience in various practices such as the National Heart Institute, Serdang Hospital and Klinik Kesihatan Kuala Selangor. She also did her postgraduate studies at UCSI. The second speaker of the workshop was Pharmaceutical Technology department head Associate Professor Dr Palanirajan Vijayarajkumar, who has vast scholarly and scientific experiences in drug formulation and delivery.

In his World Pharmacist Day 2020 message, MPS president Amrahi Buang, said: "The role of pharmacists in Malaysia cannot be understated. Ever since the Movement Control Order (MCO) was

enforced, pharmacy services have been classified as essential services. The pandemic has also opened new windows of opportunities for pharmacists to serve in innovative ways".

MPS called for government regulations to allow pharmacists to expand their roles in public health care into specialised care such as personalised medicine. Thus, it was a great opportunity for the Faculty to collaborate with society to bring to the forefront the topic of compounding pharmacy services which in essence is a form of personalised medicine.

Anabelle spoke about the development, set-up, and benefits of introducing compounding services in the community.

“The pandemic has also opened new windows of opportunities for pharmacists to serve in innovative ways.”

- Amrahi Buang



Associate Professor Dr Mogana Sundari Rajagopal, FPS dean.

Dr Palanirajan Vijayakumar covered the topic of compounding formulation and calculation by complementing his virtual talk with videos on the preparation of suspensions, capsules, creams, and ointments. The workshop also showed the preparation of a hand sanitiser that was formulated by the Faculty and later launched by Laurent Bleu Medical Clinic as part of its Skin Science range of products.

Over 100 people participated in this workshop. Many expressed their interest in attending an advanced workshop of compounding formulation with hands-on training in the future. UCSI's FPS and MPS have already begun plans for a three-day compounding certification course which will be held in the near future under strict COVID-19 precautions.



Anabelle Rose Joykin,
FPS lecturer.



Associate Professor Dr
Palanirajan Vijayarajkumar,
Pharmaceutical Technology
department head.

A Shining Star



Leo He Yuan, grateful to receive the award.

Leo He Yuan, a UCSI University Bachelor of Pharmacy First-Class Honours graduate, was awarded the Malaysian Pharmaceutical Society (MPS) - Duopharma Biotech Gold Medal Award 2019. This award is presented annually by the company CCM Duopharma and the MPS to top final year pharmacy students in Malaysia who are nominated by their universities for exceptional academic performances and co-curricular activities. Leo, currently doing her Provisionally Registered Pharmacist (PRP) training at Institut Jantung Negara (IJN) was surprised but grateful that she was selected.

"This national recognition is invaluable and will motivate me to work harder to achieve greater

success in my career as well as improving the well-being of the community," said Leo.

"The role of the pharmacist has been expanding in a patient-centred way making communication between patients and the healthcare providers a vital component of daily practice. Pharmacists must, therefore, refine their communication styles and patterns constantly to ensure optimal therapeutic outcomes have been achieved", she added.

UCSI University congratulates Leo on her achievement with the expectation that this award will empower her to undertake a lifelong commitment to helping patients and society at large to lead healthier lives.



Healthcare Supply Chain Management In The Coronavirus Era

 23 November 2020

UCSI University's Logistics Student Association (LSA) and UCSI Pharmacy Student Association (UPSA) organised this online event. Dr Raymond Choy, co-founder and CEO of the Doc2Us mobile application was the guest speaker. The event objective was to share healthcare supply chain management during COVID-19 and learn how Doc2Us is dealing with this crisis and developing the healthcare system.



Digital Construction

 2 December 2020

Organised by The Faculty of Engineering, Technology and Built Environment, this talk was about how many industries are affected by the coronavirus and how they will see a partial shift to working remotely and how this will be the norm for the next 12 to 18 months or longer. Speakers were Taha Alesawy from UCSI and Ir Ronan Collins from Gamuda.



Peace and Unity Workshop

 19 December 2020

This event, aimed to address issues and ways to improve youth development, was organised by Malaysian Youth Council (MBM) in collaboration with the Ministry of National Unity, Centre for Peace and Unity Education and UCSI Group SDG Secretariat Office. Founder and UCSI Group CEO, Dato' Peter Ng delivered a keynote speech at this workshop held at Le Quadri Hotel.

~~~~ New Programmes at UCSI University ~~~~



BA (Hons) Entrepreneurship

(N/340/6/0788) (11/2024) (MQA/PA 11342)

This programme prepares students to acquire an entrepreneurial mind set and enables students to think and act in more creative, innovative, opportunistic and proactive ways. The programme aims to prepare graduates with in-depth knowledge and competent skill sets to analyse and interpret the current business environment in context of entrepreneurial development and management. In most cases, being an entrepreneur means building a life on your own terms. This programme will equip you to do just that.



Doctor of Philosophy in Mathematical Sciences

(N/461/8/0031) (11/2027) (MQA/PA 13965)

This research programme aims to prepare graduates for careers in the academia and industry by developing their mathematical skills with in-depth and advanced knowledge within their specific areas of mathematical sciences like abstract mathematics, mathematical and scientific computing, probability and statistical analysis. It also aims to inculcate in the students a systematic approach in conducting research with a balance between theory and methods, thereby leading to significant contributions to the body of knowledge and practice.



Bachelor of Computer Science in Data Science with Honours

(N/481/6/0828)(12/2025)(MQA/PA 14042)

The Bachelor of Computer Science in Data Science With Honours equips students with specialised knowledge and sound principles to analyse and solve real-world problems using data science. Furthermore, it addresses the increasing demand for graduates who possess strong analytical, ICT and essential skills which will enhance their training as a data science professional. Career opportunities include data analysts, data scientists, data wranglers, data engineers, machine learning scientists and many more.

UCSI-SDG



Sayangyi Campaign



Group photo of the event.

“...it is vital to advocate to people that Christmas is not just about opening gifts and presents but it is also about being kind to others...”

- TS LUCAS LIM -

Christmas comes and goes but our care and compassion for the needy must be constant. Nevertheless, Christmas is the perfect opportunity to spread some good cheer and kindness. During this festive time, we should be prompted to think beyond our comfort and convenience to those in difficulty and despair.

In this light, a total of 150 recipients from three different homes for financially disadvantaged children, orphans and old folk were selected to receive gifts and essentials from UCSI Group as part of its effort in giving back to the community.

The “Gifts of Love and Care” campaign catered to three welfare homes - Rumah Sayangan, Bodhi HomeCare and Agathians Shelter located in Cheras and Petaling Jaya.

UCSI conducted the month-long campaign at Block G, UCSI University Kuala Lumpur campus where the staff and students picked, bought and delivered the gifts at the designated counter.



Gifts galore: The kids sorting through their gifts with eagerness.

“...a pocketful of spare change or a few hours of our time can make a difference to others.”

- TS LUCAS LIM -



Recipients with their gifts and essentials.

UCSI's event head, Ts Lucas Lim said that it is vital to advocate to people that Christmas is not just about opening gifts and presents but it is also about being kind to others as well.

“We all lead busy lives, but a pocketful of spare change or a few hours of our time can make a difference to others. We are also proud to have Lions Club of Kuala Lumpur sponsoring ten cartons of Julie's biscuits and ten cartons of lemon sparkling drinks,” he said.

This campaign shows how an act of kindness can put a smile on the faces of less fortunate people,” he added. “On behalf of UCSI Group and Lions Club, I would like to send my best wishes and Christmas goodwill to all recipients,” he said.

This “Gifts of Love and Care” campaign was also in accordance with the Goal 1 and Goal 11 of the United Nation's Sustainable Development Goals (UN SDGs) which aim to end poverty in all its forms everywhere and make cities and human settlements inclusive, safe, resilient and sustainable.

Dr Pek Chuen Khee:

His Philosophy and Passion

When did you start your career at UCSI University and what position did you hold?

I joined UCSI University in 2019 as an Associate Professor. I was appointed Head of Postgraduate Studies of the Faculty of Business and Information Science in that same year. The UCSI Graduate Business School, under the new faculty name, Faculty of Business and Management (FBM) was then established and I was appointed Head of School in June 2020. I was also appointed Director of UCSI Poll Research Centre in July 2020.

Tell us about your experience working as the Head of UCSI Graduate Business School.

It is very important for me to have hands-on experience in business models and strategising them to produce results. I have many opportunities to work with our international partners and to travel to teach research courses to our collaboration students overseas.

How has your journey been so far?

It has been a rewarding journey to work from minimal to greater resources as the school grows ensuring a good fit and utilisation of resources with zero wastages and duplication. I have experienced both teaching and application of business concepts.

► Associate Professor Dr Pek Chuen Khee is passionate about Economics.

What made you pursue a career in Business?

Since I was young I loved economics. I was always curious to see how our daily lives and interactions can be related to economic philosophies and paradigms. A career in business involves knowledge from many other disciplines; politics, accounting, management, administration, marketing, human resources, strategy and all others that one can name. One needs to be holistic and well-informed.

Please describe your specific interest in this field.

My specialisation is in environmental economics focusing on economic valuation and pricing for non-market goods and services. Besides, I have huge interest in design thinking for innovation for business strategies.

What are some of your notable research projects?

One research project was on the disposal options of solid waste in Malaysia using choice experiment. I built a pricing model for policy-makers and solid waste disposal service providers to set the solid waste management services while providing a computation on the compensation value for people who are made worse-off due to the location of the solid waste disposal facilities.

How has UCSI impacted your life and career so far?

When I first joined UCSI, many told me that it is very challenging to work in this place as it is very result-oriented. I am blessed to have a supportive dean and colleagues who have helped me to grow and adapt to the working culture here fast and steadily. UCSI has given me the platform to exercise my talents and also to contribute in many ways. I have gained new skills in management and have also enriched my experience in poll research portfolios studying and reporting on public opinion.

What are some challenges you face in this role and how do you overcome them?

The one main challenge I am facing is juggling teaching, administration, research and citizenship (social responsibility). Sustainability of the school has to be well-planned from day one and this is what we teach our students. I may have to sacrifice some other pillars of contribution for now.

What do you do during your leisure time (if any)?

I love to travel. Before the pandemic, I would travel two to three times a year for leisure and Japan is my favourite country.

What are some of your values and beliefs?

Be truthful and practise what you preach. When we say all glory to God, we have to make sure we really give glory to God in all the things we do.



"Herstory"

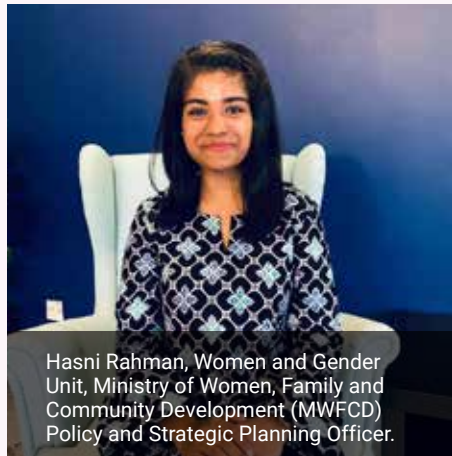
Women Empowerment at the Workplace



The objective of this project was to create awareness on the importance of marginalised women and the advancement of the status of women in society.



Eleena Hidayah, Project Management and Research, EMPOWER Malaysia Programme Officer.



Hasni Rahman, Women and Gender Unit, Ministry of Women, Family and Community Development (MWFCD) Policy and Strategic Planning Officer.



Emellia Shariff, Speak Up Malaysia Managing Partner.

EMPOWER Malaysia is a non-profit, non-partisan, Non-Governmental Organisation (NGO) which has been working on advocating women's rights and fighting for gender equality to achieve a democratic society.

On 28 November 2020, UCSI University's Class of SM346 Mass Communication Project (September to December 2020) organised a webinar as well as a mini documentary in line with the theme "Women In The Working Sector".

The objective of this project was to create awareness on the importance of marginalised women and the advancement of the status of women in society. The emphasis was on bringing awareness and educating youth about women empowerment especially issues in the workplace. The event addressed SDG 5 which is Gender Equality promoting a gender-bias free environment for the future.

The guest speakers of the event were Eleena Hidayah, Project Management and Research, EMPOWER Malaysia Programme Officer; Emellia Shariff, Speak Up Malaysia Managing Partner; and Hasni Rahman, Women and Gender Unit, Ministry of Women, Family and Community Development (MWFCD) Policy and Strategic Planning Officer. The moderator of the event was Doreen Mtonga, a UCSI Mass Communication student.

"This webinar was organised by a team of thirteen students where the purpose was to create awareness in the students and society of Malaysia about women empowerment and how we can start giving importance to marginalised women," said Chia Ruo Chyi, the organising chairperson of the event.

"Thus, this will raise the status of women in the society. Through this webinar, we hope to create a safe and supportive environment free from bias, inequality, and violence," she added.

Ruo Chyi also went on to explain the meaning behind women empowerment. She said that according to the European Institute For Gender Equality, there are the five elements which can help everyone easily understand women empowerment: Women able to have a sense of self-worth, given the rights to have and to determine their own choices, given the rights to access opportunities and resources, given the rights to have the power to control their own lives and given the ability to influence the direction of social changes.

"Through this webinar, we hope to create a safe and supportive environment free from bias, inequality, and violence."

- Chia Ruo Chyi.

She also said that in CPA Australia's 2019 studies on gender equality in the Malaysian workplace, it was recorded that 24% responded that there was only one woman in the employer's board while 19% of the respondents replied that there were no women in their employer's board.

A second statistic showed the difference between 2019 and 2020. In 2019, the statistics for the opportunity for a leadership position ratio was 26 women to every 100 men. As for 2020, the statistics showed that 38% of women are able to hold manager-level positions while men are still dominating at 62%.

The participants of the webinar discussed specific issues and challenges faced by women at the workplace such as sexual harassment, sexual assault, violence, domestic violence, pay gap, gender discrimination and stereotypes, double shifts, the mental burden, family obligations, challenges of re-joining the workforce, pregnancy discrimination and office politics.

Lastly, there are a few organisations that have been promoting women empowerment in Malaysia. The first is EMPOWER Malaysia, the main partner for this event. EMPOWER Malaysia is a non-profit, non-partisan, Non-Governmental Organisation (NGO) which has been working on advocating women's rights and fighting for gender equality to achieve a democratic society.

The second is the Women's Aid Organisation (WAO), Malaysia's first and largest domestic violence shelter provider where their mission is to end violence against women. They want to raise awareness and change the mind set advocating that Malaysia needs a society that respects women's rights and dignity.

Thirdly, there is the All Women's Action Society (AWAM), an independent feminist non-profit organisation which was established in 1985. AWAM has been focusing on victims and survivors of gender-based violence.

Notable Achievements



Mohd Farizi Jamaluddin, UCSI's
Department of Mass Communication

UCSI's Department of Mass Communication lecturer, Mohd Farizi Jamaluddin's initiative entitled "VR2 - Innovation on Malaya Independence War Graveyard Virtual Reality Application: An Alternative for Teaching & Learning" won two awards, the Silver Award and the People's Choice Award at the Innovation in Teaching and Learning Competition (InTeLeC2020).

Mohd Farizi, along with other representatives of this initiative, won these two awards in the Virtual Reality and Augmented Reality category of this competition organised by the Hub for Innovative Teaching and Learning (HITeL), UiTM Perak Branch in October.

InTeLeC2020 allowed academicians of higher learning institutions to showcase their innovations, designs and products in teaching and learning. It cultivated interest and encouraged educators to develop innovative teaching materials in line with current technological developments.

This year's InTeLeC2020 showed an increasing number of participants. It received seventy-six innovative ideas, design, practices and products in teaching and learning. The three categories of the competition were Virtual Reality and Augmented Reality, Game-Based Learning and Gamification and Content Development in the era of Digital Education 5.0.



The silver award certificate received by Mohd Farizi and representatives.

YAM TUNKU ZAIN AL-'ABIDIN IBNI TUANKU MUHRIZ

PRO-CHANCELLOR, UCSI UNIVERSITY



Tunku Zain Al-'Abidin is Founding President of the Institute for Democracy and Economic Affairs (IDEAS); an Independent Non-Executive Director of Allianz Malaysia Berhad, Allianz General Insurance Company Malaysia Berhad and Omesti Berhad; Chairman of Akademi General Assembly; a Trustee of Yayasan Chow Kit, Yayasan Munarah, the Jeffrey Cheah Foundation and the Genovasi Foundation; an advisor or patron to numerous educational and musical organisations; a committee member of several societies; a columnist in three newspapers and a Fellow at the National University of Malaysia (UKM) and Universiti Teknologi MARA (UiTM).

He was educated at the Kuala Lumpur Alice Smith School, Marlborough College and the London School of Economics and Political Science, where he obtained his MSc in Comparative Politics. He worked in the UK Houses of Parliament, the World Bank, United Nations Development Programme, KRA Group and the Lee Kuan Yew School of Public Policy before permanently returning to Malaysia.

In 2006 he co-founded the Malaysia Think Tank which evolved into IDEAS, a think tank that pursues market based solutions to public policy challenges. Since 2008 he has maintained a newspaper column across five newspapers, currently #abidinideas in the Star, Sin Chew and Borneo Post. From these articles three books have been

compiled. Tunku Zain also authored a book commemorating the Installation of the Eleventh Yang di-Pertuan Besar of Negeri Sembilan and led a major project to revitalise the State Anthem.

An Eisenhower Fellow, he has been selected for various leadership programmes and speaking tours by the governments of Australia, France, the European Union, Singapore, Canada and Cuba and has received awards for integrity and impact among young leaders.

His public speaking engagements have included the inaugural lecture of the Speakers' Lecture Series of the Malaysian Parliament, the inaugural lecture of the Constitutional Law Lecture Series at the University of Malaya, the third Raja Aziz Addruse Memorial Lecture at the International Malaysia Law Conference, and the Cultural Diplomacy Lecture Series at the Institute of Diplomacy and Foreign Relations.

A keen pianist, he has performed or recorded with the Malaysian Philharmonic Orchestra, UiTM Chamber Choir, Tunku Kurshiah College Wind Orchestra, Choir of Gonville & Caius College Cambridge, Mei Yi Foo, Bartosz Woroch and Tun Dr Siti Hasmah Mohd Ali, among others.

He enjoys tennis and squash, serving also as President of the Negeri Sembilan Squash Association.

“I BELIEVE THAT WHILE THE COUNTRY AND THE WORLD CAN CHANGE, PRINCIPLES CAN REMAIN CONSTANT.”



Tunku Zain encouraged students to “play an active part in the life of the nation”. He also impressed to them that leadership is about inspiring people to follow, not compelling them to.

Photo taken in 2015 at UCSI.

As the Pro-Chancellor, what are your aspirations for UCSI students?

I aim to inspire young minds to continuously outperform themselves and to truly understand public governance and policies to drive growth and ultimately make Malaysia a developed democracy.

I have always emphasised these aspects in my lectures at numerous events and columns in the media, and I enjoy conversing with the next generation to understand their expectations and aspirations. I believe that while the country and the world can change, principles can remain constant.

What made you want to become an advocate in education?

Education is a critical component of the country. I would consider the greatest – but still ongoing - achievement of Malaysia to be the investment it has made in education. It is important for Malaysia to evolve and rise in this value chain. As such, education should be provided to everyone – the poor, refugees, and the underprivileged to the highest quality possible, and involve the government, private sector and communities.



Tunku Zain aims to inspire young minds at UCSI to continuously outperform themselves and to truly understand public governance and policies to drive growth and ultimately make Malaysia a developed democracy.

Photo taken in 2015 at UCSI.

“AS A MUSIC LOVER I’M KEEN TO SHARE ITS INSPIRATION AND TRANSFORMATIVE EFFECT, NOT ONLY ON INDIVIDUALS BUT ON SOCIETY AS A WHOLE.”



Tunku Zain (fourth from left) was presented with Malaysia’s Top 10 Most Impactful Young Leaders Award 2015 in one of the Rise Up with Leaders series.

Tunku Zain has contributed his insights on public policies and ideals of a better nation as a columnist in several newspapers. Some of the pertinent topics that he usually writes about include the principles needed to holistically build a nation, of which, highlights the importance of education, partnership among nations, renewal of ideas to collectively shape a broader strategy for the greater good, understanding and embracing the Rukun Negara.

Other than that, Tunku Zain is greatly interested in music and is an accomplished pianist. He gives his utmost support to the arts scene and is the patron for the Euroasia Association of Performing Arts. Aside from that, Tunku Zain has also performed at the Konsert Diraja UKM and he is the first patron of Hands Percussion – a Malaysian percussion ensemble.

Why music?

As a music lover I’m keen to share its inspiration and transformative effect, not only on individuals but on society as a whole. Through my involvement with the Euroasia Association of Performing Arts, Chopin Society and Hands Percussion – apart from some really enjoyable collaborations with orchestras, school groups and pop artists – I am fortunate to have witnessed a variety of perspectives in the wider music scene.

UCSI has one of the best music schools in the world and I am particularly excited to be exposed to this side of the University.

What are your other interests?

Similarly, sport has given me many lessons and it’s wonderful to share what I can with the next generation. I am the president of Negeri Sembilan Squash Association and a committee member of Squash Racquets Association of Malaysia. Of course we’re trying to create the next Nicol David but we also want to make this sport accessible to everyone.

I’m fortunate to be often invited to different schools and universities to give talks, and I find it particularly important to speak about our history, our democracy and the purpose of institutions. These are important factors for which I believe are needed for Malaysia to evolve, for only an engaged citizenry can improve the quality of all our institutions. I am glad to notice that many people are getting more aware of the roles of the parliament, the monarchy, MPs and state assemblymen, the civil service and the various commissions.

What do you like to do in your free time?

Besides squash, I enjoy playing tennis especially during this time where social distancing is necessary and the other person is at the other side of the net. I also enjoy playing video games and of course, feeding my cats.

TUNKU ZAIN HOPES TO HIGHLIGHT THE EFFORTS NEEDED IN... CIVIL SOCIETY ACTIVISM, PUBLIC POLICY ADVOCACY, BUSINESS INNOVATION, EDUCATIONAL INITIATIVES, SPORTING PROWESS AND MUSICAL CAMARADERIE...



Tunku Zain on education: "Education is a critical component of the country. I would consider the greatest – but still ongoing - achievement of Malaysia to be the investment it has made in education."

With the addition of Tunku Zain, UCSI University is certainly on the right pathway towards attaining greater achievements and milestones in time to come. UCSI's Institute of Music (IMus) is one of the world's top 100 schools for performing arts, and with Tunku Zain's guidance, the school could see further improvement in the arts scene.

As the Pro-Chancellor, Tunku Zain hopes to highlight the efforts needed in the areas of civil society activism, public policy advocacy, business innovation, educational initiatives, sporting prowess and musical camaraderie amongst the UCSI community.

Tunku Zain believes that Malaysia can only truly progress cohesively if people from diverse fields worked collectively with one common vision

that lead to a shared destiny. He strongly believes that working towards this common vision is further reinforced at higher learning institutions and that UCSI, a leading private university, has already adopted some approaches that are synonymous with such ideals.

Proud of the initiatives that UCSI had embarked on in recent years, including but not limited to the National Essay Competition, World Interfaith Harmony Week and myRukunegara Competition, Tunku Zain hopes for the similar approach to be carried on and hopes to see an increased participation amongst students and academics in such programmes. These are some of his commitments to groom tomorrow's leaders at UCSI – a common value that is shared among the University's community.

The Doctorate Without PHILOSOPHY *By*

Professor Dr Mohd Tajuddin Mohd Rasdi



One of Professor Tajuddin's areas of expertise is Islamic Architecture.

“..SUPERVISORS AND STUDENTS FAIL TO CONSIDER THE RELEVANCE OF THEIR RESEARCH TO SOCIETY AT LARGE.”

One of the saddest things to me as an examiner of PhD theses is when my 'so what' question comes unanswered by the candidates who are supposed to don the mantle of scholarship and mark their entry into being a 'learned academic'. There have been so many times when a mosque issue was investigated but the candidate has no idea about the future of mosques and Muslims in a modern society.

There was a research on a leprosarium for infectious disease with no idea how to fight the Covid-19 in hospital designs and quarantine centres. There were several studies on children and play environment without an iota of idea on how to design or conceptualise a meaningful playground in public schools. I would say all of those I have examined, both the supervisors and the students failed completely to consider the relevance of their research questions to society at large.

This is what I mean by a Doctorate without Philosophy. Great attention is given to researching the 'gap' of knowledge. I liken this gap to a hole in the wall where the candidates find this gap of knowledge and

proceed to fill in this gap. They do not ask what the wall was for and thus what the hole in the wall was meant to be. They assume it is just a hole to be filled. I said, maybe the hole is a window for view, light and ventilation. Closing it would end those three important elements.

Or the hole is a doorway to another room. Closing it would negate the possibility of going to another place. Or the hole in the wall was the beginning of a demolition process to combine one space with another. Filling it would frustrate the workmen who created the hole in the first place.

Thus, research upon research is done without philosophising the issues and the big picture of societal impact. We are creating hole pluggers and not house or home builders. What we want is people who would ask ten questions ahead of anyone concerning the future of our ephemeral lifestyle. If our lifestyle changes, then so must be the questions.

“IF OUR LIFESTYLE CHANGES, THEN SO MUST BE THE QUESTIONS.”





Professor Tajuddin (third from left) talking about what it means to have a PhD.

At the moment, we are asking questions about issues that would no longer exist in the future and produce tons of papers towards going nowhere in society and nation building. In order to imagine a different future and thus a host of different questions of the big picture, reading books by scholars who took 30 or 40 years to think of the problem that would transcend our time is an essential endeavour. But candidates only read journals to find their little gaps and holes.

These candidates have absolutely no conception of the vastness of their issues and choose the fill-in-the-gap left by others' template and receive their PhD. Therein lies the malady of our country. Too many PhDs but too little sense about the larger contexts as well as the

possibility of alternate futures. Both the supervisors and candidates, to my mind neither has the vision nor the constructs of knowledge to be rightfully called 'a scholar'.

***Extracted from RESEARCH@UCSI,
December 2020, Vol. 2 No.6
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“WHAT WE WANT IS PEOPLE WHO WOULD ASK TEN QUESTIONS AHEAD OF ANYONE CONCERNING THE FUTURE OF OUR EPHEMERAL LIFESTYLE.”

Sarawak River Virtual Art Competition 2020 Award Ceremony



Group photo session with invited guests and contestants.



* RCE Kuching stands for Regional Centre of Expertise Kuching. UCSI University is the first private university in Malaysia to be recognised as an RCE by the United Nations University (UNU) – the academic and research arm of the UN. RCE Kuching was established to create and promote sustainable-literate communities in the region.

More than 80 paintings were submitted from talented youths throughout Kuching, creating a positive impact on the society.



YBhg Datu Dr Sabariah Putit officially launched the SRVAC2020 Award Ceremony.

On 27 November 2020, RCE Kuching* in collaboration with UCSI University, Sarawak Multimedia Authority, Old Kuching Smart Heritage (OKSHe) and Serba Dinamik successfully organised the Sarawak River Virtual Art Competition (SRVAC) 2020 in conjunction with World Rivers Day. This year's theme was "Be Part of the Solution, Not Part of the Pollution". The two-month virtual art competition was open to all Sarawakians aged 16 years old and above.

The competition aimed to improve society's awareness on the importance of the Sarawak River as part of the Kuching SMART initiatives. It was also held in efforts to mainstream education for sustainable development, as well as to achieve the UN's Sustainable Development Goals (SDG 6-Clean Water and Sanitation and SDG 14-Life Below Water). Despite challenges due to the current pandemic Covid-19, the organisers took the initiative to stage the award ceremony for SRVAC2020 virtually via an online platform for the first time this year to announce the winners of the competition.

The virtual ceremony was attended by several stakeholders including representatives from RCE Kuching, UCSI University Sarawak Campus, Sarawak Multimedia Authority, Old Kuching Smart Heritage (OKSHe), Serba Dinamik Group, judges and contestants.

It was officiated by the Guest of Honour, Yang Berbahagia Datu Dr Sabariah Putit, Deputy State Secretary, Performance and Service

This year's theme was "Be Part of the Solution, Not Part of the Pollution".

Delivery Transformation. In her speech, she said she hoped to see Kuching one day as an environmental-friendly city, and for the people of Sarawak to have cleaner and more beautiful water sources now and for future generations. She added that events related to the Sustainable Development Goals (SDGs) should be done more frequently to raise awareness on Sarawak's rivers among Sarawakians.

More than 80 paintings were submitted from talented youths throughout Kuching, creating a positive impact on the society. 20 paintings were shortlisted and showcased during the award ceremony. Out of these, three were given top prizes winners while five were given consolation prizes.

The evaluations were based on professional judges and public voting. The paintings were submitted through OKShe's official website, the main online platform for SRVAC2020. The top and consolation winners received cash prizes, UCSI study bursaries, and e-certificates.

Hebe Chong Yi Qi from SMK Pending won the champion prize worth RM1,000 and RM10,000 in UCSI bursaries. His painting was about coming together to protect and preserve the rivers of Sarawak from pollution. Kenneth Chua Yong Cheng from UCSI University Kuching Campus won the 2nd runner up prize with RM400 and RM5,000 in UCSI Bursaries. His painting depicted finding a solution to make our rivers clean. Prizes were presented virtually by the Guest of Honour, YBhg Datu Dr Sabariah Putit and Mukvinder Sandhu Kaur, COO of UCSI University Kuching Campus and Vice Chairperson of RCE Kuching.

Additionally, a video of the contestants' feedback and write-ups were presented during the award ceremony to share their unique experience of participating in this competition, especially during this pandemic. The whole event was based on sustainable living and incorporating responsible lifestyles through the appreciation of nature and our surroundings.

***...events related to the
Sustainable Development
Goals (SDGs) should be done
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awareness on Sarawak's rivers
among Sarawakians...
-YBhg Datu Dr Sabariah Putit-***



Ir Ts Dr Khairil Anwar Abu Kassim

Doctorate in Business Administration, graduated 2017

Dr Khairil is currently the Director-General of Malaysian Institute of Road Safety Research (MIROS), a statutory body under the Ministry of Transport. Eager to challenge himself and enhance his management skills, Khairil Anwar enrolled at UCSI University to pursue the DBA. His study was entitled 'Factors Determining Consumer Behaviour towards Purchases of Safer Cars in Malaysia'. The study won the 'Best Paper Award' at the Academics World International Conference in Tokyo, Japan in 2016.

In this issue, The Gazette catches up with Dr Khairil to get to know more about him and his further aspirations, what gets him going and what motivates him. Also not forgetting his fond memories and experiences at UCSI University. Read on to find out more about him.



Please tell us about yourself.

I love driving cars and travelling. I have travelled to more than 50 countries. My personal dream is to visit Niagara Falls from the Canada side (I have visited it from the US side). My dream career is to be someone in the United Nations representing Malaysia perhaps on road safety.

What made you choose UCSI?

I was confident that I would graduate from UCSI, most of all due to its diversity. Furthermore, it is the nearest university to my home!

How did you grow as an individual after your time at UCSI?

The DBA, which is designed for senior management level staff like me, has enabled me to empower my thinking in management and mould me into where I am now (the next level). I was only a manager when starting at UCSI and now I am the Director-General of MIROS. Courses at UCSI such as Leadership and Organisational Change have equipped me to be what I am now.

How would you describe your time at UCSI?

It was ultimately very useful. During the learning process, extensive discussion and critical thinking with the lecturer and supervisor enabled me to complete the programme.

Do you enjoy your work? Why or why not?

Definitely, I love my work. Because, what I'm doing is saving lives. I support any idea or activity that can help reduce road traffic fatality in Malaysia.

What does it take to be successful in your field?

Effort and Prayer.

Please tell us about your work experiences. Where have you worked before?

Before I joined MIROS, I worked in three companies. When I graduated in year 2000, I worked in Japan for two years as a design engineer. After coming back to Malaysia, I worked with a local automotive company – Ingress Precision Sdn Bhd, a vendor for Proton and Perodua. My third company was Autoliv, supplying safety products such as seatbelts and airbags to local car manufacturers. During my time in Autoliv, I completed my Master's degree in UPM in 2008 and was scouted by MIROS to work with them until today.

What was the one positive or negative experience you have had in your career?

I think the positive experiences are more than the negative. Doing good thing to others is a good investment in your career and this is the main positive experience I have had in my working experience.

Where do you see yourself in 5 years? What about 10 years?

In 5 years, I think I will still be in MIROS or in the Ministry itself. In 10 years, I believe I would already be in a place, maybe, like the United Nations.

What is your advice to UCSI students in the same field?

Finish what you start. You can do it!!

If you had one wish, what would it be?

To be able to share my experience at UCSI.

STAND UP FOR SDGs

PARTNERSHIP ACTION FOR THE GOAL

WATER CLIMATE

LIFE BELOW GOOD

HEALTH & WELL BEING

REDUCE INEQUALITIES CITIES & COMMUNITIES

CLEAN WATER & SANITATION SUSTAINABLE

AFFORDABLE & CLEAN ENERGY

RESPONSIBLE CONSUMPTION & PRODUCTION

PEACE LIFE ON LAND AND STRONG INSTITUTIONS

EDUCATION ZERO HUNGER QUALITY

GROWTH ECONOMIC DECENT WORK INDUSTRY INNOVATION INFRASTRUCTURE GENDER EQUALITY

NO POVERTY

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