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3 YEARS OF STELLAR PERFORMANCE

WITH A BREAKTHROUGH TO TOP 400



TOP 1.3% IN THE WORLD
TOP 10 IN MALAYSIA



UCSI University has once again improved its rankings in the QS World University Rankings 2021. This time, the University climbed 51 spots to be ranked 391, placing it among the world's top 400 varsities. This milestone is a result of a consistent university-wide push for excellence and performance as the University strives to continuously improve its ranking and academic standards in the coming years.

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IRCPAS 2020: The Beginning of A New Network and Partnership



A partnership between UCSI University and Virginia Commonwealth University was established through the MoU signing.

“The pharmaceutical industry seems to cater to everyone in the community.”

Academician Senior Professor Dato' Dr Khalid Yusoff

Themed “21st Century Frontiers: Synergising Research”, the International Research Conference on Pharmaceutical and Allied Sciences (IRCPAS 2020) aimed to serve as a platform to exchange and update knowledge on pharmaceutical and health sciences research and innovation; to hold discussion forums among selected academic and industry delegates; and as a place for networking opportunities amongst students, academicians and industry experts. The Conference was organised in collaboration with Universitas Muhammadiyah Purwokerto, Indonesia.

The Pre-Conference Workshop on 6 March was facilitated by Professor Dr Mohamed Azmi Ahmad Hassali from the School of Pharmaceutical Sciences, Universiti Sains Malaysia and Professor Dr V Gopal from College of Pharmacy, Mother Theresa Institute of Health Sciences, India. Participants got to learn more about adopting qualitative research in pharmacy practice as well as siddha medicine and spiritual health.

The opening ceremony of IRCPAS 2020 began with a welcome address by UCSI University's Faculty of Pharmaceutical Sciences dean Associate Professor Dr Mogana Sundari



A cultural performance at the Gala Dinner with the theme 'The Cultural Melting Pot'.



Participants at the Pre-Conference Workshop with Professor Dr V Gopal.



Associate Professor Dr Mogana Sundari Rajagopal giving the welcome address.

..participants got to learn more about adopting qualitative research in pharmacy practice..

Rajagopal, an opening ceremony keynote by UCSI Vice-Chancellor and President Academician Senior Professor Dato' Dr Khalid Yusoff, and the official launching by UCSI Group CEO and Founder Dato' Peter Ng.

"The pharmaceutical industry seems to cater to everyone in the community – not just the sick but also the healthy; not just the old, but also and possibly more so the young. And in the current scare of the virus, it might even grow bigger!" said Academician Senior Professor Khalid. This statement could not ring any truer, considering the fact that the pharmaceutical industry is a large and growing sector in Malaysia, with the global pharmaceutical market being worth at about 1.25 trillion USD in 2019.

Also present at the Conference was invited keynote speaker Professor Dr Joseph T. DiPiro, renowned researcher, academician and textbook author, who is the Dean, Professor and Chairperson of Archie O. McAlley of the Virginia Commonwealth University (VCU) School of Pharmacy in the USA. In his talk, Professor DiPiro delivered an elaboration on

the relevance and latest development of pharmacy practice in current times.

The remaining first day of the IRCPAS 2020 was filled with plenary talks delivered by Professor Dr Wong Tin Wui from Non-Destructive Biomedical and Pharmaceutical Research Centre, iPROMISE, Universiti Teknologi Mara (UiTM); Professor Dr Shamsul Azhar Shah from the Faculty of Medicine, Universiti Kebangsaan Malaysia (UKM); and Professor Dr V Gopal.

The plenary talks were followed by a forum on 'Breaking Down the Status Quo: Transformation of Pharmacy Practice' with Fazlollah Keshavari from UCSI University's Faculty of Pharmaceutical Sciences as the moderator, and four panelists which included Professor Dr Joseph T DiPiro; Professor Dr Mohd Azmi Ahmad Hassali; Amrahi Buang, President of Malaysia Pharmaceutical Society (MPS); and Rommel Irwan from Tigas Alliance.

In the evening of the same day, a Gala Dinner was held with the theme "The Cultural Melting Pot". Participants looked their finest in their

traditional and national attires, in line with the objective to promote cultural diversity.

Second day plenary talks were delivered by Associate Professor Dr Mohd Makmor Bakry from the Faculty of Pharmacy, Universiti Kebangsaan Malaysia (UKM); Professor Dr Chung Lip Yong from UM; Professor Dr Nor Hadiani Ismail from UiTM and Dr Ditik Setiawan from Faculty of Pharmacy, Universitas Muhammadiyah Purwokerto, Indonesia.

The oral and poster presentation covered topics relevant to pharmaceutical and health sciences research and innovation.

On 9 March 2020, Academician Senior Professor Khalid and Professor DiPiro from Virginia Commonwealth University signed a Memorandum of Understanding (MoU) to mark their newly formed partnership. Through the MoU, both universities have agreed to work together in areas of academic and research exchange. The IRCPAS 2020 concluded as a valuable experience for all.



A poster presentation by one of the presenters.

Connected: Building A Supportive Circle



Ammar Saifullah, the speaker, and participants at the "Connected" workshop.

Building a strong social support system is essential nowadays as people are increasingly overwhelmed with stress at work and also while studying. Having a support system at these times will relieve us considerably as we interact with others and have "someone to lean on" in times of trouble. In light of this, UCSI Student Development and Counselling Department (SDCD) held a workshop titled "Connected: Building A Supportive Circle" open to all students.

A total of 140 students attended this workshop from various faculties in UCSI University. One of the facilitators of the workshop was Shelna Machfudz, a Mass Communication student, who remarked that the topic was indeed interesting and said that youngsters need to know the meaning of social support and why it is needed.

"In relation to Mass Communication, this workshop highlights that communication is important and can be challenging and fun with new people. One of the benefits of this workshop is that we will have the knowledge to help people especially those with mental illnesses," she said.

Another Mass Communication student, Aya Ahmed from Sudan, commented that social support is necessary to help handle study pressure and through this you can be more open, having friends to talk to when things get stressful.

The speaker of the workshop was Ammar Saifullah, one of the counsellors from SDCD. Ammar emphasised that human beings are essentially social species and having social support creates a sense of belonging and a sense of being appreciated.

"The University is the best place to build social circles as there are many people around. Students of UCSI can create support systems by opening themselves up to other people and grabbing any opportunity to connect with others, both students and lecturers alike," he said.

As part of the workshop, Ammar introduced the game "Finding Nemo" where students were asked to form groups of five and then were asked to find those who had similar interests such as favourite food, colour of clothing and hobbies. This activity illustrated that people will naturally form a group based

“
**The University
is the best
place to build
social circles..**

Ammar Saifullah, SDCD counsellor

”



Ammar giving his talk on "Building A Supportive Circle".

“
...communication
is important and
can be challenging
and fun with new
people.”

*Shelna Machfudz,
Mass Communication student*



Students giving their opinions at the workshop.

on similarities to communicate with each other.

Next, there was a discussion on the “light” and “dark” sides of social support. Some of the responses were that social support provides emotional and physical motivation, enhances self-esteem and confidence, reduces stress levels and improves connectivity.

On the other hand, the dark side includes having trust issues, the tendency to be judgemental, unreliability, becoming too

dependent on others, being a burden to others, bad influences, discrimination, cyber bullying, toxic relationships and peer pressure.

Lastly, he said that for those who want to seek help for issues that cannot be shared with family or friends, UCSI offers free counselling for students.

For Jageshwaran Ravindran, an Engineering student, he would definitely attend this type of workshop again and what stood out for him were the pros and cons of social support and in turn, how to overcome the disadvantages.

Mak Wen Shean from the Faculty of Applied Sciences commented that the workshop was useful in that people will be more aware of the advantages and disadvantages of social support.

Overall, the event was beneficial to students as they learnt how essential having support system is and how to go about getting oneself “connected” while also bearing in mind the “dark” side and being aware and cautious while building a support system for themselves.

**Social support provides emotional
and physical motivation, enhances
self-esteem and confidence.**

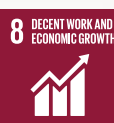
New Programme at UCSI University

MASTER IN INTERNATIONAL HOSPITALITY MANAGEMENT

(KUALA LUMPUR N/811/7/0351); MQA/PA 12169) (SARAWAK N/811/7/0352); MQA/PA 12170)

The hospitality industry provides endless employment opportunities and is one of the fastest growing industries. It is also a highly competitive field. Companies nowadays are looking for a specific set of skills which go beyond knowledge gained in a basic degree. As such, students will be exposed to marketing and digital communications for global hospitality businesses, human resource management and global leadership development as well as data analysis interpretation for hospitality research, among others.

How to Excel in Culinary Arts



The moderator of the forum,
Assistant Professor Loke Hoi Weng,
Faculty of Hospitality and
Tourism Management



Assistant Professor Chef Fadzy
Che Omar, Academic
Collaboration and Industrial
Partnership head, Faculty of
Hospitality and Tourism
Management, UCSI University



Angel Tan Aun Chee,
UCSI Student, Bachelor in
Hospitality Administration

As for the student or mentee, they need discipline and high interest in culinary arts.

-Assistant Professor Chef Fadzy Che Omar

UCSI's Faculty of Tourism and Hotel Management (FHTM) conducted a live forum titled "How to Excel in Culinary Arts" on 20 May 2020.

The forum was moderated by Assistant Professor Loke Hoi Weng while FHTM's Head of Academic Collaboration and Industrial Partnership Assistant Professor Chef Fadzy Che Omar and Bachelor in Hospitality Administration student Angel Tan Aun Chee were the speakers.

In the forum, Chef Fadzy talked about some of the events that were conducted by the Faculty, their collaboration with Malaysian Palm Oil Council (MPOC) as well as some cooking video series that were to be launched after Hari Raya. Furthermore, he elaborated on the awards and accolades received by FHTM students.

"These events and achievements show that we not only focus on in-class teaching but bring what has been learnt into real-life situations such as competitions," he added.

When asked about the characteristics that a mentor must possess, Chef Fadzy elucidated that that one needs to be capable of being a good example.

"Being a mentor is not just about being capable. It is about having a strong personality, willing to sacrifice your time as well as being able to guide and share your knowledge with the students," he said.

"As for the student or mentee, they need discipline and high interest in culinary arts. This is to ensure that there is a balance not only in terms of theory but practically as well. When they possess these two elements, they are likely to excel in their classes," he remarked.

For Angel Tan Aun Chee, her interest in culinary arts was spurred when Assistant Professor Chef Fadzy asked her to join the Food and Hotel Malaysia (FHM) Competition in 2019.

"It was an unforgettable experience as it was an international competition held in Jakarta. I have gained a lot of experience from all the competitions that I joined so far. For instance, FHTM taught me that time management is important when it comes to cooking. Apart from that, it is also important to choose easy ingredients and be creative in our cooking," she added.

When asked about how the students' can prepare themselves mentally and physically, Angel Tan expressed that the most important tip is self-management.

"We have to discipline ourselves from wearing the right attire, with no nail polish and having good time management skills. It is best if we always have the recipes and the cooking has to be fast," she remarked.

Talking about the top three tips for students to excel in culinary arts, Assistant Professor Chef Fadzy highlighted that having high interest in culinary, passion and discipline is what will help the students to excel.

"When it comes to passion, the students need to have perseverance and need to understand the ground work first before they can progress to a higher position," he added.

"And lastly, discipline. Remember that all hard works will pay off. The best thing to do is to listen to instructions and act fast. When you possess these three elements, you will succeed in the field of culinary arts," he said as he ended his talk.

Angel Tan expressed that the most important tip is self-management.

Role of Technology in Pharmacy: Now and the Future

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY INNOVATION AND INFRASTRUCTURE



The moderator of the forum,
Leong Sat Sing.
UCSI's Group Corporate Affairs
Vice President.



Dr Mogana, Faculty of
Pharmaceutical
Sciences dean.



Osama Helweh,
UCSI lecturer.



UCSI alumni,
Yi Lin Ng.

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Until today, pharmacy continues to be a dynamic career and definitely an integral part in healthcare and drug discovery.

-Associate Professor Dr Mogana Sundari Rajagopal

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UCSI's Faculty of Pharmaceutical Sciences recently organised an online forum titled "Role of Technology in Pharmacy: Now and the Future" with the aim of sharing information on how technology affects the role of pharmacists. UCSI University's Faculty of Pharmaceutical Sciences dean Associate Professor Dr Mogana Sundari Rajagopal; Roche (Malaysia) Sdn Bhd Drug Safety manager and UCSI alumni Yi Lin Ng; as well as UCSI University's Faculty of Pharmaceutical Sciences lecturer (Clinical Pharmacy Department) Osama Helweh shared their views in the forum, which was moderated by UCSI's Group Corporate Affairs Vice President Leong Sat Sing.

"The future of the world now lies in technology innovation and in the field of translational medicine. Pharmacists play a vital role by leveraging technology to provide new drug development, patient care services, and medication therapy management," said Mr Leong at the beginning of the live session.

"Until today, pharmacy continues to be a dynamic career and definitely an integral part in healthcare and drug discovery. Pharmacists are referred to as medication experts in some sectors. Pharmacy is basically a health

profession that links health sciences with chemical and biological sciences. And it is charged with ensuring the safe and effective use of pharmaceutical drugs," said the Dr Mogana.

What role, then, does technology play in the pharmaceutical industry in the present and future?

According to Yi Lin, there is a growing need for evidence-based medication, which requires a great amount of data. Indeed, there is no better way to conduct data collection and sharing it across the globe than through means of upgraded technology. Information sharing among pharmaceutical companies and organisations is crucial for the purpose of assessing the safety and efficacy of the medication, as well as the regulating the manufacturing and monitoring of healthcare products.

"The future is moving towards patient-centred care. Technology helps to improve communication with patients and other healthcare professionals especially where the sharing of information dealing with diagnostics is concerned," Osama added.

Dr Mogana explained that when utilised appropriately and effectively, advanced technology can be used to improve patient care, medication compliance, and reduction in medication error expanding the roles of pharmacist.

"As all of us become more closely connected, it is important for pharmacists, especially from among the current generation to be involved in technological applications. With digiceuticals, we now have digital therapeutics that go through clinically validated methods, clinical trials and real-time analysis of data pre-approved by FDA and other authorities to treat disease or complement the treatment of the disease," said Osama.

Commenting on the future of the field in Malaysia, Dr Mogana had this to say: "If we compare our national statistics to the statistics from WHO on pharmacist to patient ratio, we are still far from there. We still need over 20,000 pharmacists to effectively carry out pharmaceutical services complementing healthcare practitioners and in pharmaceutical drug development and discovery."

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The future is moving towards patient-centred care.

-Osama Helweh

”

DR KHAIRUL AZRIL ISMAIL:

ICAD'S INSPIRATION





When did you start your career at UCSI University? Describe your experience so far as De Institute of Creative Arts and Design (ICAD) director.

I have been a lecturer for ICAD's Postgraduate programme since September 2018. Then, I was promoted to the Postgraduate programme head and made director a year after. My experience here as the director has been an extraordinary learning adventure. I have experienced many things from enjoying the company of different levels of peers and taking care of the faculty to managing different expectations. What I used to see from the grassroots level, has now become a birds-eye view; you have to see what is below as well as what lies ahead.

Have you always been interested in this field or is it something you picked up later in life?

With regards to my creative journey, it is more about how "it" found me. It is not possible to pre-plan, without the hazard of getting diverted into different areas of interest. I started in media studies in the area of photography from analogue to digital; then I moved towards the area of prison art, and reverted back to analogue photography... deeper into the historical processes.

What made you pursue a career in this field?

Interest, the excitement to hand-craft and create, the ability to utilise the knowledge in many areas of discipline such as Chemistry, Physics, as well as dabbling a little in Philosophy to make it interesting.

What excites you most in the field of Creative Arts and Design?

Expecting the unexpected from unconsidered sources or points of origin. Most of the brilliant creative solutions or approaches of things have always arrived from the malady of the situation.

Please describe your specific interest or field of expertise.

I have great interest in the areas of photographic historical processes, particularly in the first adapted technology and methods of daguerreotype and the glass negatives. I learnt and am able to replicate the processes from learning various sources and literatures. There is a lot to learn, understand, and experience (which is always phenomenal).

What motivates you to keep going?

Knowledge never ceases to wonder, and experiencing it is valued the most.

How has UCSI impacted your life and career?

Working at UCSI with a wonderful mix of international students has also given many opportunities in exploring different perspective looking into the area of art and design, and in most cases, is inter-disciplinary. All of these factors make it much more engaging. It changed my view in managing expectations. Certainly this place is built for fast-paced goal achievers! No slowing down allowed.

What would your advice be to students who would like to pursue a career in Creative Arts and Design?

My advice is to learning in proper steps to keep the learning curve low, and attend training to be updated with the knowledge of the

industry's current expectations, and certainly keep an eye out for what is next. The information gathered may be overwhelming but with these accumulated ideas, you are able to filter out what is needed and what you would need to achieve.

What are some of the characteristics that one would need to succeed in this field?

Rigor and determination. Take no slack in what you do and be the best at it.

How would you describe your journey as an academic in this field?

Knowledge is never meant to be kept to oneself. I enjoy learning as I go and the sharing of what has been learnt and what would be possible are much more fulfilling if shared with eager learners.

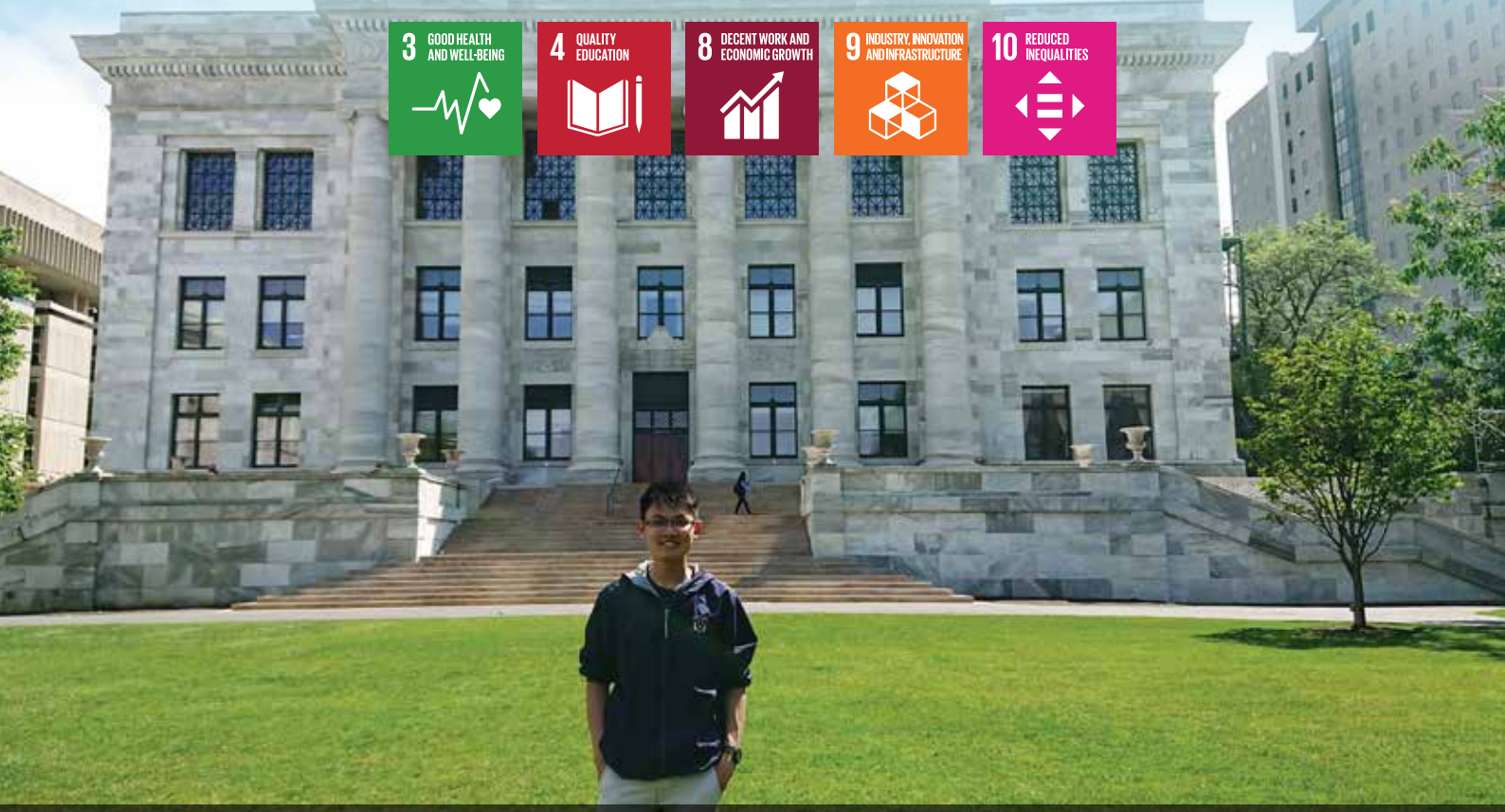
Have you been involved in any research projects?

I have several projects that I have accomplished. I do study and contribute in the area of prison art studies, which went towards my doctoral research studies. Another would be studying and applying the learned processes in photography history.

Finally, what do you do during your leisure time?

I spend time with my family.... That is my check and balance. Even if there is a lot of work and dedicated time in the craft, attention to the family matters most to me.

To Harvard and Back



Nick was selected to participate in UCSI's Star Trek Programme for one year at Harvard University, USA.

Despite claiming to be an ordinary city boy from Petaling Jaya, 22-year old Wong Jian Yao, or more fondly known as Nick, is far from ordinary where accomplishments are concerned. The proud alumnus of SMK Bandar Utama Damansara 2, was one of the few successful candidates who got selected to participate in UCSI's Star Trek Programme, which is a one-year intercalated research programme conducted at Harvard University, USA from 2018 to 2019.

Always driven and curious, Nick's interest in research led to the opportunity of conducting a study in the Hormonal Mechanisms of Cardiometabolic Injury Laboratory (HMCIL) at Brigham & Women's Hospital (BWH), a Harvard teaching hospital.

Currently, he is in his third year of doing the Doctor of Medicine programme under UCSI University's Faculty of Medicine and Health Sciences. He firmly believes in the principle that "A doctor does what he should; a concerned doctor does what he can".

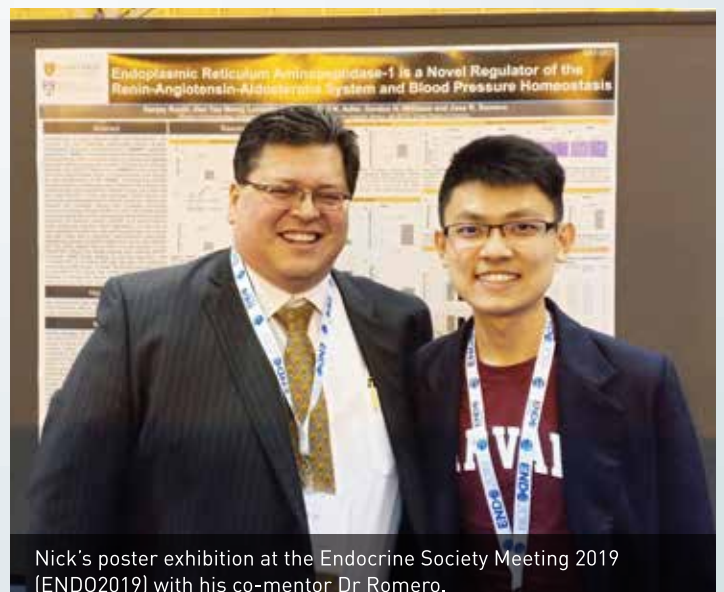
With regards to the research Nick conducted at Harvard University, his study looked into the association of genetics and environmental factors, where his focus shifted towards the underlying mechanisms of hypertension (high blood pressure), which is a major risk factor for heart disease.

Under the mentorship and guidance of Professor Dr Gordon Harold Williams, a world renowned endocrinologist, Assistant Professor Dr Jose Ricardo Romero and Dr Sanjay Ranjit, the work he did leaned more towards laboratory procedures (such as pipetting, running assays, and cell cultures) rather than clinical research (which includes statistical analyses).

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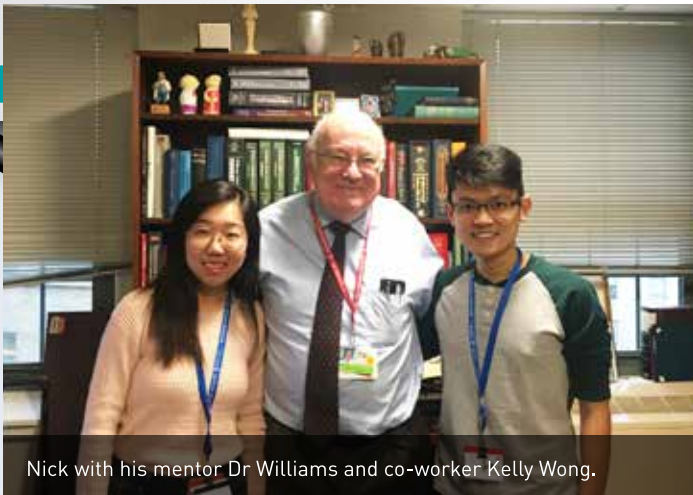
Living in Boston was a superb experience. In the midst of the harsh cold winter, the people were so warm and friendly.

”



Nick's poster exhibition at the Endocrine Society Meeting 2019 (END02019) with his co-mentor Dr Romero.

**“A doctor does what he should;
a concerned doctor does what he can.”**



Nick with his mentor Dr Williams and co-worker Kelly Wong.

This research was eventually published in JCI Insights, but the simpler version may be found in his blog at <https://nickwjy.blogspot.com>

As to how his findings will benefit the public and the health industry, Nick says that his is a translational research. According to him, based on the research findings on the underlying mechanisms of high blood-pressure being sex-specific, the research suggests that the male homozygote for the relevant risk alleles may derive more clinical benefit than the female one in therapy based on the inhibition of Angiotensin II blockade or Angiotensin converting enzyme (ACE).

“As a greenhorn, my research experience has been very pleasant as I received guidance from friendly lab mates, who are all doctors with either a MD, PhD or both! For the first time in my life, I got to work in a setting in which all my colleagues were professionals. I was able to learn new things and develop various lab skills such as performing immunoassays, animal handling and cell culture with their help,” he said.

One of Nick’s goals of coming to Boston was to immerse himself in cultural exchange. Besides doing his research he felt obliged as a Malaysian to promote the beauty of Malaysia to his friends in Boston. It was not surprising to find a local American who had not heard of a country called Malaysia in his whole life.

“Living in Boston was a superb experience. In the midst of the harsh cold winter, the people were so warm and friendly. I have made so many new friends throughout my time there. As I got to know them more, I was able to reflect on myself better where improvements are concerned be it knowledge, mentality or soft skills,” said Nick.

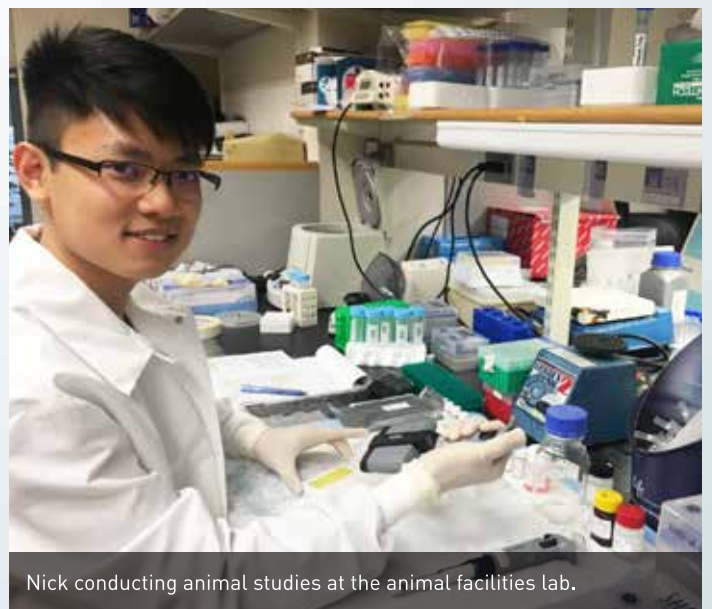
Nick hopes to contribute more to Malaysia by continuing to apply what he has learnt. He also wishes to introduce some positive aspects of the cultures that he was exposed to, to his peers. To become a concerned physician having love and empathy is his ultimate goal.



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I developed various lab skills such as performing immunoassays, animal handling and cell culture.

”



Nick conducting animal studies at the animal facilities lab.

A photograph of Professor Phang, a woman with short dark hair and glasses, wearing a bright yellow top. She is sitting at a desk with a laptop, looking towards the camera.

Professor Phang: On Research and Reality

“...hard work, perseverance and most importantly love for research are very important...”

Professor Phang was fortunate to have inspirational role models.

Professor Dr Phang Siew Moi started her career at UCSI in August 2019, as the Deputy Vice-Chancellor in charge of Research and Postgraduate Studies. In October 2019, she was conferred the title of Emeritus Professor by the University of Malaya for her contributions in algae research.

Professor Phang says she was fortunate to have had role models who inspired her throughout her career as a scientist.

“Of course, hard work, perseverance and most importantly love for research are very important to carry us through to success. An understanding and supportive family is also of great importance,” she said.

“I have always enjoyed nature and specialising in Biology came very naturally to me. My father was very active in the scout movement; he used to take me and the neighbourhood kids to parks and riversides to play and appreciate nature. Biology and Chemistry are the basis of life,” she added.

In terms of publications, Professor Phang has 285 publications in ISI indexed journals; with 3351 citations and a H-Index of 30. Her publications also include 17 books and 56 book chapters. She has produced 29 PhD graduates and 67 Masters graduates, and still maintains research, postgraduate supervision and publications with many of them.

“Research and teaching improves with age and experience. I love looking for answers to questions. Research work is like a detective’s job. Always looking for clues and evidence to support speculations and theories. Very exciting especially when you make that first connection with an unexpected discovery,” she said.

Professor Phang sees challenges as things that can be transformed into motivational forces. To her, one should prepare well, equip oneself well with essential knowledge, not procrastinate and then most times, one can overcome or at least achieve the best compromise.

She has been a Fellow of Academy of Sciences Malaysia since 2009, a Fellow of the Marine Biological Association, United Kingdom since 2017 and Fellow of the Malaysian Scientific Association since 2003 among others.

Professor Phang's current research interest is on deriving renewable energy from the algal cell through biophotovoltaic devices. In algae, during photosynthesis, a very small amount of the solar energy absorbed is transformed into chemical energy, while the rest is wasted as heat and fluorescence. This excess energy can be harvested through biophotovoltaic platforms to generate electrical energy. Such systems have multiple functions, namely generation of bioelectricity as well as carbon removal and production of oxygen through photosynthesis.

This research, based in the University of Malaya, is in collaboration with Cambridge University, Madurai Kamaraj University and TokyoTech on an emerging technology to address the need for sustainable energy centred on biophotovoltaic (BPV) devices. This research was awarded the Newton Prize 2017 (Malaysia) by the British High Commission.

In terms of contribution to the community of phycologists, especially in the systematics and phylogenetics of algae, the most far-reaching and visionary achievement of Professor Phang is the establishment of the "Consortium of Southeast Asian Seaweed Taxonomy" (SEASTax), which conducts triannual seaweed taxonomy training workshops, where senior seaweed taxonomists mentor and teach young taxonomists.



Professor Phang says that Biology and Chemistry are the basis of life.

Professor Phang's four decades of commitment to scientific research has placed Malaysia firmly on the world phycological map. Two new species, *Pterocliadiella phangiae* and *Batrachospermum phangii* were named after Professor Phang in honour of her scientific contributions.

During her leisure time, Professor Phang loves reading crime novels, gardening and cooking.

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Research and teaching improves with age and experience.

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“I love looking for answers to questions, just like a detective.”



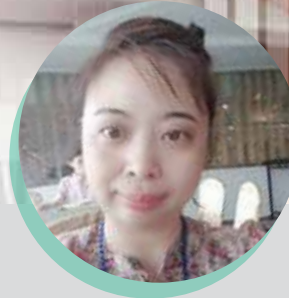
Becoming A Professional Accountant



The moderator of the forum,
Leong Sat Sing,
UCSI's Group Corporate Affairs
Vice President.



Marcia Edna Santhanarajan,
Lecturer, Department of Accounting
and Finance, Faculty of Business
and Management, UCSI University



Assistant Professor Dr Eaw Hooi Cheng,
Head of Programme, Accounting
and Finance, Faculty of Business
and Management, UCSI University



Chan Wan Teng,
UCSI Alumni, BA (Hons) Accounting
and Finance, Faculty of Business and
Management, UCSI University

Every company needs accounting information in terms of knowing how much to invest, how long their money can survive and in terms of the buying over of companies. CEOs and directors need to look at accounting statements and need audited accounts to make big decisions.

The speakers for this online forum were Marcia Edna Santhanarajan, UCSI's Department of Accounting and Finance lecturer; Assistant Professor Dr Eaw Hooi Cheng, Accounting and Finance head of programme; and UCSI alumna Chan Wan Teng who graduated in 2019 with a BA (Hons) in Accounting and Finance. The session was moderated by Leong Sat Sing, UCSI's Group Corporate Affairs Vice-President.

As explained by Marcia, a professional accountant handles the financial tasking of a company, daily cash flows and budgets, tax matters, financial transactions, legal matters, advises management and employees and deals with improving business efficiency as a whole.

She highlighted that the skills needed for this profession include time management and a love for numbers.

"The future prospects are great and the salary is good. The annual salary for a tax manager ranges from 145-216K; a credit controller from 96-168K; and an accountant from 60-108K. Also, accountants can work anywhere in the world as the demand is there as long as businesses exist," she said.

“**...the courses at UCSI were comprehensive which included an overview of tax, audit and corporate finance.**”

-Chan Wan Teng

Marcia went on to explain that there are two options for students. The first is to get a Bachelor degree in Accounting and then proceed with their professional qualification studies to pursue, for instance, the ACCA or CIMA among others. This is followed by Basic Accounting Practice which involves three years of working experience. This will be needed to become a member of the Malaysian Institute of Accountants (MIA) and the Malaysian Society of Accountants (MSA).

The second option is to skip the degree and go straight to the professional qualification including a one year foundation and then the professional papers such as ACCA or CIMA. In order to join the MIA to progress in your career, three years of working experience is needed.

Chan Wan Teng, an alumna of UCSI University, talked about how the courses at UCSI were comprehensive including an overview of tax, audit and corporate finance. To her, the knowledge and foundation from the syllabus were important as they better facilitated her understanding.

Wan Teng is currently working at PricewaterhouseCoopers (PwC) in the consulting department and is also pursuing the CIMA A Star

Programme which aims to provide high achievers with a fast track programme to a global designation – the Chartered Global Management Accountant (CGMA).

One of the frequently asked questions in Accounting is the difference between ACCA and CIMA. The ACCA tends to be more focused on financial accounting and technical practices of accountancy such as auditing and tax accounting. CIMA deals more with the management and the strategic aspects of a business.

To add on to this, Marcia said that those requiring help in their studies can see the lecturers during consultation hours as well as join the Peer Assisted Learning sessions where students who are good in certain subjects can help those who are weak. They may also get in touch with AFSA where they can share their experiences and get advice on the subject.

“I hope this online forum will enlighten students on the subject of Accounting and that they will have no regrets in choosing this subject,” she said.

“**...skills needed for this profession include time management and a love for numbers...**”

-Marcia Edna Santhanarajan



The Impact of AI on Different Industries



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



The moderator of the forum,
Assistant Professor Ts Dr Lim Wei Hong
Faculty of Engineering, Technology and Built
Environment deputy dean, UCSI University



Assistant Professor Ts Dr Ang Chun Kit
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Built Environment dean, UCSI University



Mak Jyh Yoong,
Managing Director,
Hertford Group of Companies

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...AI plays a significant role in our lives; ultimately changing the way we live.

-Assistant Professor Ts Dr Ang Chun Kit

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This forum included the insightful perspectives of UCSI's Faculty of Engineering and Built Environment dean Assistant Professor Ts Dr Ang Chun Kit and Hertford Group of Companies managing director, Mak Jyh Yoong on how AI (Artificial Intelligence) is impacting different industries. Deputy dean Assistant Professor Ts Dr Lim Wei Hong was the moderator for the forum.

According to Dr Ang, AI maybe too technical for some people to understand. People nowadays think that AI is usually linked to Robotics but an important part of AI is teaching and learning.

He said that it is very much like teaching a baby to speak. Babies need to be taught and need to learn. Hence they must be provided with the correct information i.e. when an apple is shown, they must remember that it is an apple and not an orange. Similarly, robots need to be pre-programmed.

Yoong further elaborated by giving the example of Facebook and the web where key words have been processed giving you the information you need.

Undoubtedly AI plays a significant role in our lives; ultimately changing the way we live. In

terms of jobs, previously in the electronic industry, most of the work was done by humans and there was a high tendency for errors. With AI, since the work is repetitive, the likelihood of errors will reduce.

One of the advantages of AI is that it adds value to society, impacting and benefitting everyone. Yoong gives the example of factories which need maintenance. Conventionally, the technician would collect the data which is rather labour intensive and may not be accurate. With AI, data will be taken in real time but does this mean there will be a loss of jobs?

Not necessarily. Yoong said that employees may concern themselves with other more creative and productive jobs. Besides, AI needs learning for it to work. This is where the role of humans come in.

For the education sector, AI has many benefits such as monitoring students' attention and in terms of taking attendance through face recognition. However, the downside is that as compared to human teachers, they lack the emotional aspect also necessary for effective teaching.

At UCSI, the topic of AI itself is addressed with the offering of the Bachelor of Computer Engineering (Artificial Intelligence) programme.

Generally, the consensus is that more industries are looking for graduates with knowledge in IR 4.0. Additionally, they require those that have experience on what is going on in the real world outside the classrooms.

Dr Lim said that UCSI's strategy is to stay relevant and students should have good practical skills as well as knowledge on the handling of engineering equipment.

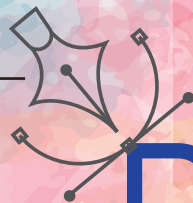
Dr Ang went on to highlight that both science (AI) and engineering (applications) can co-exist and that one need not replace the other. The main necessity is for engineers to add value to society.

According to Yoong, the new trends of AI in the industry have given way to two kinds of public: those that are welcoming and those that are reluctant. There needs to be a paradigm shift before expanding into IR 4.0 and people need to catch up. In conclusion, Dr Ang said that although it may be challenging to adapt, we need to embrace the change for positive outcomes.

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DIGITAL Versus

Traditional Art



The moderator of the forum, Meri Yanthy Daud Parinding, International Marketing senior executive, UCSI University.



Assistant Professor Dr Khairul Azril Bin Ismail
ICAD director, UCSI University



"Traditional art carries uniqueness, authenticity and quality."

"Real art needs to be able to communicate with the people."

-Assistant Professor Dr Khairul Azril Ismail

People and art are inextricably linked. Whether in the form of songs, drawings, buildings or even cars, art is everywhere. Most importantly, we develop a sense of attachment and engagement once the piece of art is completed.

UCSI University organised a live forum titled "Digital Versus Traditional Art: Is One Better Than The Other?" on 29 May 2020. The forum was moderated by UCSI University's International Marketing senior executive Meri Yanthy Daud Parinding and De Institute of Creative Arts and Design (ICAD) director Assistant Professor Dr Khairul Azril Ismail.

Dr Azril is an expert image-maker, particularly in historical processes.

"Since 2016, I have been chosen as a mentor for the Nikon Shooting Star Programme where I guide the beginners on how to use the camera. I am fortunate that I have experienced living in a full analogue, semi-digital as well as a fully digital world," he said.

Dr Azril went on to say that traditional art can include many facets but that the focus of the forum would be on visual art.

"Visual arts has been around even before alphabets itself were introduced. People in caves used drawings to express their meaning," he highlighted.

"Why do people draw? Visual art is more understandable and it brings meaning. Of course, both digital and traditional arts use different tools and have different premises. But in traditional arts, artists need to imagine and remember what they see to put it into drawings," he stated.

When asked whether traditional art is still important today, Dr Azril elucidated that it is important and relevant but there have been changes as well. He added that the difference is that traditional art involves actions that accumulate to experiential knowledge.

"Traditional art has original elements in it. It is often considered in terms of value and it certainly has its imperfections. Traditional art carries uniqueness, authenticity and quality," he remarked.

"With digital art, the affordability is there but it is short in terms of material and resources that have to be contained. With digital art, you have a lot of inspiration and aspiration to work on but traditional art is all about learning from mistakes and improving through experience," he highlighted.

"Traditional art is not to supersede digital art. Digital art has its foothold which is empowerment to the people," he added.

When asked whether digital art will take over traditional art, Dr Azril stated that in terms of

economic value, digital art cannot compete with the physicality of traditional art.

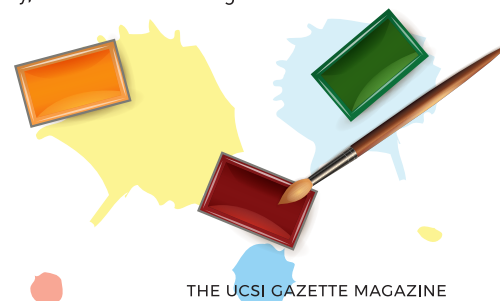
"For instance, I have seen the Mona Lisa painting in real life and it is kind of nice. I have seen a lot of digital paintings of it, but nothing beats the experience seeing it in real life," he highlighted.

"Real art needs to be able to communicate with the people. Additionally, the sense of attachment, engagement and novelty towards the audience will make the drawings to be very real," he added.

Dr Azril was then asked whether digital artists can be called real artists.

"Yes, of course. Most production and animation houses produce their work and they invest a lot of time and teamwork to get it done," he said.

"We need to have these highly skilled artists to bring the digital art forward just like how Pablo Picasso and Leonardo da Vinci did back in the day," he added in closing.



RCE Kuching – ESD in the COVID-19 Era



REGIONAL CENTRE OF EXPERTISE
Education for Sustainable Development



Sarawak River Art Competition 2019.

In light of the COVID-19 pandemic, Education For Sustainable Development (ESD) should continue to ensure that we are able to recover and propel our economies towards sustainable growth. More than ever, we face the danger of heightened pollution as governments focus on revitalising their economies.

The Regional Centre of Expertise (RCE) Kuching held some flagship initiatives that had taken place and were being planned pre-Covid-19. The 5R (Refuse, Reduce, Reuse, Recycle, Repurpose) Campaign is a two-year interactive school programme involving instruction, activities, competitions and projects. For instance, take the recent "Citizen Science Project" by Marine Debris USA in which students could participate from home and find out the impact of COVID-19 on pollution and marine debris. This project enabled students to collect rubbish from their neighbourhood, local parks or beach and keep track of their rubbish data collection, reporting the data online.

Sarawak River Art Competition 2020 highlights the unique perspectives of communities on river sustainability and how their expressions can be portrayed in the forms of various art categories- paintings and colourings, song-writing and singing. This was at its planning stage.

RCE Kuching was allocated sessions in the International Conference of Responsible

Education For Sustainable Development (ESD) should continue to ensure that we are able to recover and propel our economies towards sustainable growth.



One of the campaign activities that took place before MCO – Treasure Hunt Activity.

Tourism and Hospitality 2020 organised by Faculty of Hospitality and Tourism Management, UCSI University. This conference was postponed to 2021. The RCE Youth Ambassadors – Youth SDG Day –was also arranged to included youth from other RCEs who would have been brought together during this awareness day.

One in nine people in the world's population are chronically affected by malnutrition, amounting to over 820 million people in total (according to the Food and Agriculture

...the unique perspectives of communities on river sustainability...

Organization report 'State of Food Security and Nutrition in the World 2019'). RCE Kuching works with communities and various stakeholders, including researchers, to explore solutions for SDG 2: Zero Hunger. A virtual forum on 11 May 2020 called to the research communities to share solutions for a sustainable food system. The virtual forum was organised by Emerald Publishing and the Sarawak Research Society, with over 150 attendees from all over the world.

RCE Kuching has re-calibrated itself to look into ways to continue on with its education for sustainable development by engaging with various stakeholders, its youth ambassadors and fellows. It has been promising to see how a number of opportunities have sprung up to allow for ESD work with communities and youth to continue.

The first is the RCE Youth Ambassadors Project involving work with the Ministry of Environment and Water, Malaysia in a UN

Project- SEA Circular - focusing on solving plastic pollution at source.

Several RCE Fellows are members of the Communications, Education and Public Awareness (CEPA) Working Group set up by the Ministry to connect the RCE Youth Ambassadors (YAs) to the SEA circular deliverables. Currently the RCE YAs and some fellows are working on securing a grant from the Ministry to produce education material on 'Rivers and Pollution' which will be translated to a number of languages.

Additionally, the special issue RCE KUCHING E-BULLETIN 105: MAY 2020 is a collaboration between Emerald Publishing, UCSI University and RCE Kuching. It has a Special Issue Call For Papers From British Food Journal - The

...Responsible food production and consumption as well as responsible food practices...



One of the cultural performances during the Sarawak River Art Competition 2019.

Future of Food: Responsible Production, Acquisition, Consumption, and Disposition. This is an international multi-disciplinary journal for the dissemination of food-related research (Clarivate Analytics Impact Factor 1.717; Scopus CiteScore 2.08 Q2).

The call for papers for this special issue includes various topics related to responsible food production and consumption as well as responsible food practices and the roles of various stakeholders in the efficient use of resources and development of initiatives to conserve resources and the environment. Submission deadline is 31 March 2021 and expected publication is in September 2021 (Vol. 23, Issue 9)

Research is an area which RCE Kuching is beginning to develop following the pandemic through support from UCSI's Office of Research and Postgraduate Studies. Data obtained from various activities and programmes conducted last year such as the 5R Campaign, Sarawak River Art Competition 2019 and the Semadang Tagang Festival 2019 are being compiled to produce publishable data in collaboration with UCSI's Centre of Excellence For Research, Value Innovation and Entrepreneurship (CERVIE).

A virtual forum on 11 May 2020 called to the research communities to share solutions for a sustainable food system.

The Future of Food: Responsible Production, Acquisition, Consumption, and Disposition

Special Issue Call for Papers from British Food Journal

An international multi-disciplinary journal for the dissemination of food-related research
ISSN: 0007-070X (Clarivate Analytics Impact Factor 1.717; Scopus CiteScore 2.08 Q2)

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For more information: <https://www.emeraldgrouppublishing.com/journal/bfi/future-food-responsible-production-acquisition-consumption-and-disposition>

Poster for Special Issue British Food Journal.

Mok Yun Liu

BSc Hons (Computing), graduated 2016

Mok Yun Liu is currently working at HTM Niseko, Hokkaido in Japan, building and expanding systems as a full stack lead developer. HTM is a leading tourism management company in Niseko and their mission is to make a positive contribution to the Niseko area and all those they interact with - especially the community, the resort, customers and colleagues. While at UCSI, Mok Yun Liu obtained the UCSI Presidential Awards three times (Jan 2014, May 2014, May 2015) and was on the Dean's List (May 2013, Sept 2013, Jan 2014). He was also a Maybank UI/UX Competition 2015 Top 10 Finalist and HTM Niseko's Top Performer 2019.

This time around, the UCSI Gazette catches up with Mok Yun Liu and gets a glimpse of his time at UCSI, what interests him and a bit about his past as well as future goals. Like many other UCSI alumni, Yun Liu stands out as a high achiever both in his studies and career. Read on to find out about some of his experiences.



How is your current position at HTM Niseko related to what you were studying in UCSI?

It started as an internship programme before I moved up as a developer here, and the opportunity was credited to the relationship between UCSI's Faculty of Business and Information Science (what it was known as back then) and my company.

What made you choose your programme at UCSI?

UCSI has the reputation of being the best private university in the nation. Compared to other universities, I believed that I could do more at UCSI.

What excites you most about your field?

To be able to build things! It comes from the simplest joy of building things that I had since I was young, and it still excites me today to see how things work.

Did you know you were going to study this since young or was it something you discovered only later?

I guess it started when I was in primary school. I was interested in computer gaming, software, the internet, and participated in various events like robotic camps and typing competitions. Since then, I started to join more IT fairs and courses.

What particular aspect of IT do you enjoy?

I enjoyed business software development which involves the process of designing the architecture and structure to the ground coding and building it up and expanding it out to connect with multiple sources and other systems.

Tell us about your experience studying at UCSI.

It was really fun during the foundation year. I had a large group of friends and we had fun times in class interacting with the lecturers. Also, there were after class hangouts. The class got smaller when I moved up to my degree course. There were nights I had to stay up late or even overnight on assignments and preparation for exams. Meanwhile I got active in club activities, that took up most of my time away beside classes and I was able to continue meeting new people in the University. Before I knew it, university life was over.

Where do you get your motivation from?

Part of the motivation was to keep up good grades to maintain my scholarship. It is also the joy of learning new things that motivates me to keep learning and that motivation also makes the whole process easier.

How was your time at UCSI significant in your current success and the shaping of your future goals?

As the class size is smaller, I got to have more time to talk and have discussions with lecturers. The lecturers were all very friendly and helpful which contributed a lot to my grades and exposed me to more opportunities (one of them was the internship experience). The independence of seeking more knowledge helped me to learn faster to achieve my future goals.

Tell us about your work experiences (past and present).

I have mostly worked as a web developer and a project manager before joining my current company. My past experiences gave me a lot of insight and knowledge in building different applications and tools (website, web app, mobile apps, desktop app, scripting). In this current company, I work as a full stack lead developer mainly building web systems. I work with a larger and more dynamic team and I get to practise managing a team in a more efficient and better way.

Where was the place you learnt the most or gained the most experience?

I learnt the most in my current job. Not only about coding, but also the best practices, quality assurance, documentation, planning new projects, managing a project and team, etc.

What clubs or associations were you involved with when in UCSI?

UCSI Scholars Circle, UCSI House of Talents, Information and Technology Student Association, Accounting and Finance Student Association and the Photography Club.

What do you do in your leisure time?

I normally work on my side projects. During winter I snowboard a lot!

**QS** WORLD UNIVERSITY RANKINGS**2020**

BUSINESS & MANAGEMENT STUDIES

TOP 400

ONE OF THE TOP BUSINESS SCHOOLS IN THE WORLD

UCSI's Faculty of Business and Management has emerged as one of the Top 400 schools in the QS World University Rankings By Subject 2020 for the business and management category. This milestone reflects UCSI's commitment in pushing education further and higher. A huge congrats from the UCSI fraternity and friends.

QS WORLD UNIVERSITY RANKINGS

2018 • 2019 • 2020

PERFORMING ARTS

TOP 100

INSTITUTE OF MUSIC DOES IT AGAIN



For the third consecutive year, QS World University Rankings By Subject has ranked UCSI's Institute of Music (IMus) as among the world's Top 100 schools in the performing arts category. The ranking further cements IMus' reputation as one of the foremost music schools in the world. A huge congrats from the UCSI fraternity and friends.

THE UCSI GAZETTE

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