



**#2** in Malaysia  
**#4** in Southeast Asia  
**#132** globally

For Social Sciences and Management

# GRADUATE BUSINESS SCHOOL



# POSTGRADUATE STUDIES at UCSI

Postgraduate education at UCSI revolves around one thing: smarter solutions for a smarter planet. In science, business and arts, UCSI devotes itself to address society's biggest challenges and prepares postgraduate students for leadership in today's world of end-to-end responsibility. And as you obtain a defining credential, you will see how a UCSI education gives you an edge to make your next giant leap.

**You enrol for postgraduate studies at UCSI to do something that matters.**




## UCSI AT A GLANCE

**28 UCSI ACADEMICS**  
are Fellows of Academy of Sciences Malaysia or ranked in the World's Top 2% Scientists by Stanford University

Obtained a total of **RM1,075,172.41** International research grants in 2024

Obtained a total of **RM1,525,603** national grants in 2024

  
**1,136** Scopus/WoS-indexed publications in 2024

Obtained a total of **RM1,379,808.19** industry grants in 2024



  
**WINNERS** of multiple international and national research awards



# WHO YOU WORK WITH MATTERS

The quality of our staff is one thing that distinguishes UCSI postgraduate experience. It starts from the top. Eight Fellows of the Academy of Sciences Malaysia (ASM) sit on UCSI University Council. Together, they use their wealth of expertise and experience to steer the university's direction in the areas of research and postgraduate endeavour.

Our long list of staff who are at the forefront of research and knowledge is a testament to the outstanding contributions they have made in their fields. Some have been officially recognised by UNESCO while others are sought-after by the industry to make the telling difference in significant projects.

## First Malaysian University to Publish in the Harvard Data Science Review (HDSR)



UCSI University has achieved a significant milestone in research, acknowledged by The Malaysia Book of Records as the first university in Malaysia to be published in the Harvard Data Science Review (HDSR). HDSR is a top-ranked journal published by MIT Press, a university press affiliated with the prestigious Massachusetts Institute of Technology. The certificate presentation ceremony took place on 10 Jan 2024, at the Chancellery Meeting Room in UCSI University.

Asst Prof Dr Mehrbakhsh Nilashi, Distinguished Prof Dr Ooi Keng Boon and Prof Dr Garry Tan Wei Han were part of a five-man research team that published an insightful paper on Critical Data Challenges in Measuring the Performance of Sustainable Development Goals: Solutions and the Role of Big-Data Analytics in HDSR's Summer 2023 Issue 5.3. The research team is also awarded by The Malaysia Book of Records for being the first research team from Malaysia to publish in the Harvard Data Science Review.

## WHY UCSI ?



Partnership with world-class universities



Access to the world's best minds



Strong research focus



Industry recognition



A legacy of excellence





UCSI Graduate Business School (UCSI GBS) is one of the leading business schools in Asia. This is a school where new perspectives and knowledge are created by engaging cutting-edge technology in teaching, impactful research and extensive collaboration with industry partners. The school is committed to equipping students with the skills and knowledge required to thrive in the global arena while connecting them with best practices in business.

We offer a wide range of master's and doctorate programmes in response to global business and market demands. Our academic team comprises international experts in their respective fields, many of whom are actively involved in contract research and consultancy projects around the world. UCSI GBS is currently ranked among the top 250 in the QS World University Rankings by Subject 2025 under the Business and Management category.

## OUR PROGRAMMES

### UCSI Graduate Business School

- Doctor of Philosophy (Business and Management)
- Doctor of Business Administration
- Master of Philosophy (Business and Management)
- Master in Business Administration
- Master in Business Administration (Open and Distance Learning)
- Master of Business Administration (Healthcare and Hospital Management)



# Notable Faculty

Learn from a team of acclaimed professors and academics who are at the forefront of their respective disciplines. Work with them, be mentored by them and benefit from their wealth of experience.



**ASSOC PROF DR KEYO KAY HOOI**  
Dean

*Doctor of Philosophy  
Bachelor of Science (Hons) in Computer Science  
Advance Diploma in Computer Science  
Diploma in Computer Science*



**ASSOC PROF DR EVA LIM WEI LEE**  
Deputy Dean

*Doctor of Philosophy  
Master of Business Administration  
Bachelor of Business*



**ASSOC PROF DR EUGENE AW CHENG XI**  
Head of Research and Postgraduate Studies

*Doctor of Philosophy in Marketing  
Master of Science in Business Economics (Marketing)  
Bachelor of Business Administration (Hons) Marketing*



**ASST PROF DR LIM AI FEN**  
Head of Programme, PhD and DBA Programmes  
Manager, UCSI Press

*Doctor of Philosophy (Business and Management)  
Master of Business Administration (Finance)  
Bachelor of Accountancy (Hons)*



**ASSOC PROF DR CHAW LEE YEN**  
Head of Programme, Master Programmes

*Doctor of Business Administration  
Master of Science in Information Technology  
Bachelor of Science in Business Administration and Management*



**ASST PROF DR WASIM AHMAD**  
Head of Praxis, Industry and Community Engagement

*Postdoctoral Fellow in Theoretical Economics and Management  
Doctor of Philosophy in Management  
Master of Science in Economics  
Bachelor of Commerce  
Bachelor of Education*



**DISTINGUISHED PROF TS DR OOI KENG BOON, FASc**  
Distinguished Professor of Industrial Management and Information Systems | Distinguished Chair Professor and Director, Centre for Business Informatics and Industrial Management

*Doctor of Engineering  
Doctor of Philosophy  
Master of Business Administration  
Bachelor of Information Technology*



**SENIOR PROF DR GARRY TAN WEI HAN**  
Senior Professor | Editor-in-Chief, UCSI Press

*Doctor of Philosophy in Business Administration  
Master of Science in Management  
Bachelor of Economics (Hons)*



**ASSOC PROF DR MEHRBAKHSH NILASHI**  
Associate Professor

*Doctor of Philosophy in Computer Science  
Master of Science in Industrial Engineering  
Bachelor of Computer Engineering*



**ASST PROF DR JIHAD MOHAMMAD DHAHI AL-NUSAIRA**  
Assistant Professor

*Doctor of Business Administration  
Master of Business Administration  
Bachelor of Public Administration*

# Notable Faculty

Learn from a team of acclaimed professors and academics who are at the forefront of their respective disciplines. Work with them, be mentored by them and benefit from their wealth of experience.



## **ASST PROF DR AHSAN ANWAR**

*Assistant Professor*

*Doctor of Philosophy in Economics  
Master of Science in Economics  
Master of Arts in Economics  
Bachelor of Commerce*



## **ASST PROF DR MUHAMMAD RAFIQ**

*Assistant Professor*

*Doctor of Philosophy in Business Administration  
(Human Resource Management)  
Master of Science in Management Science  
(Human Resource Management)  
Bachelor of Business Administration (Hons)  
in Marketing*



## **ASSOC PROF DR LIM YET MEE**

*Associate Professor*

*Doctor of Philosophy in Business Administration  
(Major: Organisational Behaviour)  
Master of Business Administration  
Bachelor of Science in Business Administration  
(Major: Management)*





# 6 UCSI GRADUATE BUSINESS SCHOOL SCHOLARS MAKE THE WORLD'S TOP 2%

Listed in Stanford's World's Top 2% Scientists 2025



## Distinguished Chair Professor Ts Dr Ooi Keng Boon, FASc

 Top 0.04%  Top 0.01%

- Economics and Business - Top 0.11%
- Business and Management - Top 0.12%  
(#1 in Malaysia)
- Information Systems - Top 0.07%  
(#1 in Malaysia)

UCSI Graduate Business School



## Associate Professor Dr Mehrbakhsh Nilashi

 Top 0.16%  Top 0.11%

- Information and Communication Technologies - Top 0.16%
- Artificial Intelligence and Image Processing - Top 0.19% (#1 in Malaysia)
- Information Systems - Top 0.23%

UCSI Graduate Business School



## Associate Professor Dr Eugene Aw Cheng Xi

 Top 0.12%  Top 0.07%

- Economics and Business - Top 0.34%
- Marketing - Top 0.33%
- Sport, Leisure and Tourism - Top 0.13% (#1 in Malaysia)

## Assistant Professor Dr Ahsan Anwar

 Top 0.62%  Top 0.50%

- Earth and Environmental Sciences - Top 1.04%
- Environmental Sciences - Top 1.24%
- Energy - Top 0.61%

UCSI Graduate Business School



## Senior Professor Dr Garry Tan Wei Han

 Top 0.25%  Top 0.17%

- Economics and Business - Top 0.64%
- Business and Management - Top 0.73%
- Marketing - Top 0.72%

UCSI Graduate Business School

# Top Scholars (Prior Five Years) by ScholarGPS 2024



**DISTINGUISHED PROF TS  
DR OOI KENG BOON, FASc**

*World's Top 0.5% Scholar (Lifetime)  
in Information Sciences*



**SENIOR PROF DR  
GARRY TAN WEI HAN**

*World's Top 0.5% Scholar (Prior Five Years)  
in Management Information Systems*



**ASSOC PROF DR  
MEHRBAKHSH NILASHI**

*World's Highly Ranked Scholar (Prior Five Years)  
in Electrical and Computer Engineering*



**ASSOC PROF DR  
EUGENE AW CHENG XI**

*World's Top 0.5% Scholar (Prior Five Years)  
in Management Information Systems*



**ASST PROF DR  
AHSAN ANWAR**

*World's Top 0.5% Scholar (Prior Five Years)  
in Economics*



**ASST PROF DR  
JIHAD MOHAMMAD**

*World's Top 0.5% Scholar (Prior Five Years)  
in Management Information Systems*

# Distinguished Visiting Professors



**PROF JOSEPH SARKIS**

*Worcester Polytechnic Institute, USA  
(World's Top 2% Scientists by  
Stanford University 2024)*



**JOHN CURTIN DISTINGUISHED  
PROF IAN PHAU**

*Curtin University, Australia  
(World's Top 2% Scientists by  
Stanford University 2024)*



**PROF MARIANNA SIGALA**

*The University of Newcastle, Australia  
(World's Top 2% Scientists by  
Stanford University 2024)*



**PROF PATRICK CHAU**

*Beijing Normal-Hong Kong Baptist University  
(World's Top 2% Scientists by  
Stanford University 2024)*



**PROF NRIPENDRA P. RANA**

*Queen's University Belfast, UK  
(World's Top 2% Scientists by  
Stanford University 2024)*

# Research Achievements

## **DISTINGUISHED PROF DR OOI KENG BOON, FASC**

- World's Top 101 Business and Management Scientists, as ranked by Research.com (2025)
- World's Highly Cited Researcher (Top 0.1%) by Clarivate Analytics (2023)
- Most Productive Authors in the Area of TQM-HRM, Award of Excellence by the Regional Director, East Asia Emerald Group Publishing Ltd (2023)
- Malaysia's Eminent Researcher Award (Business and Management) by the Private Education Cooperative of Malaysia (2024)
- Fellow of the Academy of Sciences Malaysia
- Fellow of the Academy of Engineering and Technology of the Developing World

## **SENIOR PROF DR GARRY TAN WEI HAN**

- Ranked 7th in Malaysia and 790th globally among Best Scientists in Business and Management by Research.com (2025), based on the Discipline H-index
- Top 1000 contributor in business research by the Australian Business Deans Council (ABDC) 2024 Journal Quality List
- Most Impactful Authors in Mobile Technologies marketing research in a 2024 bibliometric study analysing 854 papers from the Web of Science database
- Emerald Literati Awards for Excellence 2024: Outstanding Reviewer Award for contributions to Technological Sustainability

## **ASSOC PROF DR EUGENE AW CHENG XI**

- 2023 National Outstanding Reviewer Award by Private Education Cooperative of Malaysia (EduCoop)
- Emerald Literati Awards for Excellence: Outstanding Reviewer Award 2023 by Asia Pacific Journal of Marketing and Logistics
- Emerald Literati Awards for Excellence: Outstanding Reviewer Award 2022 by Industrial Management and Data Systems
- Emerald Literati Awards for Excellence: Outstanding Reviewer Award 2020 by Asia Pacific Journal of Marketing and Logistics

# DOCTOR OF PHILOSOPHY (BUSINESS AND MANAGEMENT)

(R/345/8/1016) (04/2029) (MQA/FA8895)



The Doctor of Philosophy (Business Management) is more than a defining business credential. It's a catalyst for change. Designed with top executives, high-potential leaders and business owners in mind, this comprehensive programme hones your business acumen and leadership skills. Ultimately, this programme is designed to provide you with freedom – the freedom to think, to take risks, to make the smarter decisions and lead change.

At UCSI, you will learn from experienced professionals and extensive case studies to improve your competitiveness while preparing for present and future challenges in the industry. You will work alongside academics and research mentors with comprehensive industry knowledge. The faculty fosters a learning environment that encourages problem-solving and critical thinking to create a successful business.

## PROGRAMME STRUCTURE

### Core Courses

- Understanding and Appreciating Research \*
- Research Methodology \*
- Entrepreneurship, Creativity and Innovation \*

### Compulsory Courses

- Postgraduate Colloquium
- PhD Thesis

\* Prerequisite for Postgraduate Colloquium

## ENTRY REQUIREMENT

### Academic Requirement:

A master's degree in the field or related fields accepted by UCSI University; or other qualifications equivalent to a master's degree recognised by the Government of Malaysia. Candidates without a related qualification in the field(s) or working experience in the relevant fields must undergo appropriate prerequisite courses determined by UCSI University

### English Requirement:

IELTS: 6.0; TOEFL iBT: 60 (0–120 old scale) or 4.0 (1–6 new scale); Cambridge English Qualifications and Test: 169. Pearson Test of English: 59; or MUET: Band 4.

# DOCTOR OF BUSINESS ADMINISTRATION (DBA)

(R33/0410/8/0014) (07/2029) (A10091)

UCSI University's DBA is a three-year programme that is equivalent to a PhD qualification. However, it places more emphasis on the practical approaches of business, unlike a PhD which focuses on the theoretical aspects. Similarly, the DBA aims to empower leaders to apply various business theories to the business problems faced in their organisation, while a PhD looks into the creation of a new theory. Ideal for senior management professionals, this programme empowers them with the knowledge to take their companies to greater heights while driving results at the highest level of global management. Simultaneously, learners enhance their professional value through their ability to use rigorous research methods for business.

This DBA offers learners a unique blend of knowledge, skills and application of core functional areas of business to effectively measure, analyse and drive corporate performance. It sets to strengthen their managerial and cognitive skills through innovative methodology and pedagogy that dissect the economic, social, political, and ethical demands of top leadership. Redirect your career as you learn how to navigate critical business challenges and spark growth in any organisation. Brainstorm alongside high-achieving professionals from a broad range of industries, debate and defend competing ideas, and think collaboratively while building valuable professional network that will open doors. If this is what you are looking for, this is the ideal programme to take you and your career to the next level.

## PROGRAMME STRUCTURE

### Year 1

#### Semester 1

- DBA Thesis
- Research Methodology
- Human Resource Management
- Contemporary Marketing Management

### Year 1

#### Semester 2

- DBA Thesis
- Quantitative Methods
- Economics

### Year 2

#### Semester 3

- DBA Thesis
- Corporate Finance
- Global Corporate Strategy

### Year 2 and Year 3 (Tri Semester)

- DBA Thesis

## ENTRY REQUIREMENT

### Academic Requirement:

A master's degree in the field or related fields accepted by UCSI University; or other qualifications equivalent to a master's degree recognised by the government of Malaysia.

### English Requirement:

IELTS: 6.0; TOEFL iBT: 60 (0–120 old scale) or 4.0 (1–6 new scale); Cambridge English Qualifications and Test: 169; Pearson Test of English: 59; or MUET: Band 4.



# MASTER OF PHILOSOPHY (BUSINESS AND MANAGEMENT)

(N/0410/7/0004: 06/2028) (MQA/PA16694)

The Master of Philosophy (Business and Management) programme, which culminates in a research thesis, strives to advance knowledge beyond what is found in undergraduate honours or postgraduate diploma programmes.

Other postgraduate degrees are different from the Master of Philosophy (Business and Management) as it allows students to acquire in-depth knowledge, proficiency, and research abilities through the use of research. The MPhil programme's research is a supervised programme, giving students the chance to develop their design, execution, and communication skills while adding to the body of current knowledge.

Through this course, students can develop their skills as independent researchers and subject-matter authorities in their chosen areas of business and management.

## PROGRAMME STRUCTURE

### Core Courses

- Business Research Methodology\*\*
- Quantitative and Qualitative Analysis Techniques\*\*

### Elective Courses

- Master Thesis\*

\* The research field covers the body of knowledge of business studies comprehensively including Human Resource Management, Marketing, Accounting and Finance, Business Economics, Business Analytics, Management (which includes International Business, Business Communication, Business Ethics, Digital Business, and Organisational Behaviour).

\*\* Prerequisite courses for Master Thesis

## ENTRY REQUIREMENT

### Academic Requirement:

A bachelor's degree in related fields with a CGPA of 2.75 and above or equivalent as approved by the Senate; or a bachelor's degree in related fields or equivalent with a CGPA of 2.50 and above but less than a CGPA of 2.75, subject to rigorous internal assessment\*; or a bachelor's degree in related fields or equivalent with a minimum CGPA of 2.00 but less than a CGPA of 2.50 and present evidence of at least five (5) years of relevant working or research experience\*\* can be accepted subject to rigorous internal assessment\*.

Candidates without a Bachelor's Degree in the related fields or relevant working experience must undergo appropriate prerequisite courses determined by UCSI University and meet the minimum CGPA set out in (1) to (3).

### English Requirement:

Achieve a minimum Band 4 in the Malaysian University English Test (MUET) OR equivalent to the Common European Framework of Reference for Languages (CEFR) (Mid B2)\*\*\*.

Notes: \*Rigorous assessment to evaluate the suitability of an applicant for a programme through statement of purpose, interview and other methods may cover the following criteria:

- I. Demonstration of strong business experience, and that the candidate has held significant managerial responsibilities.
- II. Evidence of any achievements in the candidate's professional life, for example, consistently performing at a high level, consistent career progression and any impact that the candidate has had on his/her organisation.
- III. Professional skills that the candidate has developed, for example, teamwork, leadership, problem-solving, negotiating and analytical skills.
- IV. The contribution to the class and experiences that can be brought to the institution by candidate (Lancaster University, 2021)

\*\*Experience can be cumulative experience even before acquiring the required qualification for a particular level of study. However, the experience must be relevant to the level of study as well as the content.

\*\*\*The prerequisite courses must equip the students with necessary business knowledge (managing people, managing financial resources, understanding customers, understanding environments and strategic planning) of one level lower than the programme level.

# MASTER IN BUSINESS ADMINISTRATION (MBA)

(R2/345/7/0793) (03/2025) (MQA/A11549)

The UCSI University MBA programme is specially designed to provide access to higher learning opportunities for both local and international practitioners and professionals. The programme is a practical-based course that incorporates tools, relevant methodologies and provides a systematic approach in making the competition irrelevant. UCSI University incorporates a diverse and exciting blended learning approach by imparting knowledge through workshops, presentations and case studies. UCSI University's MBA programme is supported by a team of highly qualified academicians specialising in various fields and equipped with extensive industry experience. The scope of studies also includes current developments and debates on business and management topics at both the theoretical and applied levels. Graduate students will be encouraged to conduct theoretical exercises on these topics and their relevance to actual practice, in particular, their applicability to small and medium-sized enterprises as well as industries worldwide. Industrial practitioners and corporate consultants will be featured as speakers during the programme. As a graduate programme, the MBA study promotes lifelong learning among learners to prepare them for international employment opportunities, future career development and further research study anywhere in the world.



Also open to applicants with relevant work experience through APEL.Q

## PROGRAMME STRUCTURE

### Business Functions (Core)

- Financial Accounting and Analysis
- Marketing Management
- Human Resource Management
- Managerial Economics
- Organisational Behaviour

### Business Operations (Core)

- Quantitative and Qualitative Methods
- International Business and Management
- Business Policy and Strategic Management
- Ethics and Corporate Social Responsibility
- Information Technology for Managers

### Business Generation (Core)

- Research Methods for Business and Management\*
- Master Coursework Project 1\*
- Master Coursework Project 2

\* Prerequisite

## ENTRY REQUIREMENT

### Academic Requirement:

A bachelor's degree in the field or related fields with a minimum CGPA of 2.50 or as accepted by the UCSI University; or a bachelor's degree in the field or related fields or equivalent with a minimum CGPA of 2.00 subject to internal assessment. Candidates who do not meet the requirements must undergo prerequisite courses determined by UCSI University.

### English Requirement:

IELTS: 6.0; TOEFL iBT: 60 (0–120 old scale) or 4.0 (1–6 new scale); Cambridge English Qualifications and Test: 169. Pearson Test of English: 59; or MUET: Band 4.

# MASTER IN BUSINESS ADMINISTRATION (OPEN AND DISTANCE LEARNING)

(R-DL/345/7/1002) (12/2026) (MQA/FA8414)



The online version of UCSI's industry-acclaimed MBA is tailor-made for high-calibre professionals who are looking for their moon career shot without compromising their personal and professional commitments. As a graduate student, you will enjoy the same high standards of teaching, the same access to learning materials and the same degree of study support as your peers reading the conventional MBA programme. More importantly, you will obtain the same defining business credential when you graduate.

Designed around a 24-month schedule, the online MBA provides students with 24/7 accessibility and 10 hours of face-to-face guidance for each module.

## PROGRAMME STRUCTURE

### Business Functions (Core)

- Financial Accounting and Analysis
- Marketing Management
- Human Resource Management
- Managerial Economics
- Organisational Behaviour

### Business Operations (Core)

- Quantitative and Qualitative Methods
- International Business and Management
- Business Policy and Strategic Management
- Ethics and Corporate Social Responsibility
- Information Technology for Managers

### Business Generation (Core)

- Research Methods for Business and Management\*
- Master Coursework Project 1\*
- Master Coursework Project 2

\* Prerequisite

## ENTRY REQUIREMENT

### Academic Requirement:

A bachelor's degree in the field or related fields with a minimum CGPA of 2.50 or as accepted by UCSI University; or a bachelor's degree in the field or related fields or equivalent with a minimum CGPA of 2.00 subject to internal assessment.

Candidates who do not meet the requirements must undergo prerequisite courses determined by the UCSI University.

### English Requirement:

IELTS: 6.0; TOEFL iBT: 60 (0–120 old scale) or 4.0 (1–6 new scale); Cambridge English Qualifications and Test: 169. Pearson Test of English: 59; MUET: Band 4.

# MASTER OF BUSINESS ADMINISTRATION (HEALTHCARE AND HOSPITAL MANAGEMENT)

MQA/PA 18505-01

The MBA in Healthcare and Hospital Management is a one-year programme in collaboration with UCSI Healthcare Group. This programme is designed for healthcare professionals, administrators and aspiring managers, combining theoretical learning with practical insights to develop critical thinking, problem-solving and leadership skills. Participants gain exposure to modern healthcare trends, patient care strategies and operational hospital management, preparing them to excel in the rapidly evolving healthcare sector.

Students benefit from mentorship under former Health director-general Tan Sri Dr Noor Hisham Abdullah and gain practical experience in UCSI's state-of-the-art hospital and integrated clinical ecosystem, ensuring comprehensive and real-world training alongside expert-led lectures.

## PROGRAMME STRUCTURE

### Business Functions (Core)

- Financial Accounting and Analysis
- Marketing Management
- Managerial Economics
- Organisational Behaviour

### Business Operations (Core)

- Quantitative and Qualitative Methods
- International Business Management
- Business Policy and Strategic Management
- Ethics and Corporate Social Responsibility
- Information Technology for Managers

### Business Generation (Core)

- Research Methods for Business and Management
- Master Coursework Project 1\*
- Master Coursework Project 2\*

### Healthcare and Hospital Management (Core)

- Healthcare and Hospital Management 1
- Healthcare and Hospital Management 2
- Healthcare and Hospital Management 3

\* Prerequisite

## ENTRY REQUIREMENT

### Academic Requirement:

A bachelor's degree (Level 6, MQF) in Business, Healthcare and Hospital Management related fields with a minimum CGPA of 2.50 as accepted by the HEP Senate; a bachelor's degree (Level 6, MQF) in Business, Healthcare and Hospital Management related fields with a minimum CGPA of 2.00 and not meeting CGPA of 2.50 can be accepted, subject to a rigorous internal assessment\*\*\*\*; a bachelor's degree (Level 6, MQF) in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and with relevant working experience\*\*\*\*\*, subject to a rigorous internal assessment\*\*\*\*; a bachelor's degree (Level 6, MQF) in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and without relevant working experience, subject to passing prerequisite courses\*\*\*\*\*, OR other equivalent/related qualifications to a bachelor's degree (Level 6, MQF) recognised by the Malaysian Government.

\*\*\*\*Rigorous assessment to evaluate the suitability of an applicant for a programme through statement of purpose, interview and other methods may cover the following criteria:

- I. Shows strong business experience and significant managerial roles.
- II. Demonstrates key professional achievements, high performance, career growth and organisational impact.
- III. Highlights developed skills such as teamwork, leadership, problem-solving, negotiation and analysis.
- IV. Explains the candidate's potential contribution and valuable experience for the class.

\*\*\*\*Experience can be cumulative experience even before acquiring required qualification for a particular level of study. However, the experience must be relevant to the level of study as well as the content.  
\*\*\*\*\*The prerequisite courses must equip the students with necessary business knowledge (managing people, managing financial resources, understanding customers, understanding environments and strategic planning) of one level lower than the programme level.

### English Requirement:

MUET: Band 4; CEFR: Mid B2; TOEFL iBT: 60 (0–120 old scale) or 4.0 (1–6 new scale)\*\*; IELTS: 6.0\*\*; Pearson English Test: 59\*\* or other equivalent qualification.

\*\*Refer to Surat JPT/GS/1000/630 Jld. 3 (12) dated 6 March 2023.

# Student Achievements



## **SUN KAI XIANG**

Alumnus

Doctor of Philosophy (Business and Management)

Class of 2025

**Supervisor:** Distinguished Prof Ts Dr Ooi Keng Boon, FASc

**Co-Supervisor:** Senior Prof Dr Garry Tan Wei Han

Kaixiang has demonstrated exceptional research skills by contributing to multiple high-impact publications such as:

- "Enhancing supply chain resilience in SMEs: a deep Learning-based approach to managing Covid-19 disruption risks". (IF:7.2/Q1), 2023.
- "Small and medium-sized enterprises' path to sustainable supply chains: exploring the role of supply chain finance and risk management", (IF:10.7/Q1), 2025.

In addition to these publications, he has been recognised with the Outstanding Postgraduate Publication Award 2025



## **LO PEI SAN**

Alumna

Doctor of Philosophy (Business and Management)

Class of 2025

**Supervisor:** Senior Prof Dr Garry Tan Wei Han

**Co-Supervisor:** Distinguished Prof Ts Dr Ooi Keng Boon, FASc | Assoc Prof Dr Eugene Aw Cheng Xi

Pei San has made significant scholarly contributions with high-impact publications such as:

- "Why do consumers buy impulsively during live streaming? A deep learning-based dual-stage SEM-ANN analysis". (IF:10.5/Q1), 2022.
- "Shared moments, lasting impressions: Experience co-creation via travel livestreaming". (IF:7.6/Q1), 2023.
- "Engage to co-create! The drivers of brand co-creation on social commerce". (IF:3.6/Q2), 2024.

In addition to these publications, she has been recognised with several prestigious honours, including the Outstanding Postgraduate Publication Award, Certificate of Excellence for Research and Most Promising Doctoral Student.



## **WU ZI QIANG**

Alumnus

Doctor of Philosophy (Business and Management)

Class of 2025

**Supervisor:** Assoc Prof Dr Eugene Aw Cheng Xi

**Co-Supervisor:** Senior Prof Dr Garry Tan Wei Han

Ziqiang has demonstrated excellence in research through multiple high-impact publications such as:

- "Speak and shop! Transforming retail experience with AI voice assistants". (IF:5.9/Q1), 2025.
- "Webrooming as the new retail experience: a smart-shopping perspective". (IF:5.5/Q1), 2023.

# Student Testimonials

**OOI MUN YEE**

Alumna

Master in Business Administration (MBA)

Class of 2025

*"My MBA experience was truly life-changing. The support from lecturers and peers made a huge difference, creating a learning environment that was both challenging and uplifting. I grew not just academically, but also personally—gaining confidence, leadership skills and a clearer sense of direction. The journey also opened doors to international research opportunities and meaningful academic collaborations. I'm genuinely proud to be part of the UCSI alumni community and grateful for the experiences that continue to shape who I am today."*

**SUN KAI XIANG**

Alumnus

Doctor of Philosophy (Business and Management)

Class of 2025

*"Pursuing my PhD has been a truly rewarding journey. The academic support, experienced faculty, collaborative research environment and strong focus on research excellence have helped me grow both academically and professionally. I deeply appreciate the guidance and encouragement I received throughout the programme. This experience has not only shaped my career but also deepened my passion for lifelong learning."*

**LEE WEN JIE**

Alumna

Doctor of Philosophy (Business and Management)

Class of 2025

*"My PhD journey has been marked by significant growth and invaluable experiences. The university's academic resources and collaborative research environment, along with the profound knowledge and patient guidance of my supervisors, have greatly enhanced my academic and personal development. This experience has strengthened my commitment to academic inquiry and reinforced the importance of lifelong learning. I am truly grateful for all the support and encouragement I have received along the way."*

# Centre For Business Informatics And Industrial Management



## About Us

Established in March 2024, the Centre for Business Informatics and Industrial Management (CBIIM) supports UCSI University's vision of becoming a leading private research university. Led by its founding director, Distinguished Prof Dr Ooi Keng Boon, a renowned expert in Industrial Management and Information Systems, the Centre fosters a dynamic research environment for academics, industry professionals and postgraduate students. Focusing on business informatics and industrial management, CBIIM aims to promote research excellence, provide grants and resources and broaden its scope to address emerging challenges driven by technological advancements and big data. The Centre is committed to achieving national and international recognition through impactful research and consultancy, contributing to organisational efficiency, strategic decision-making and holistic national development.

## Vision

Guided by the vision of UCSI University, the Centre for Business Informatics and Industrial Management aspires to achieve global recognition as a Centre of Excellence, advancing knowledge and driving innovation in business analytics and industrial management through research and consultancy.

## Mission

Our mission is to conduct high-impact research, cultivate industry partnerships and provide a platform for knowledge exchange, shaping the future of business analytics and industrial management.

## Key Research Areas

The Centre focuses on a range of strategic research areas aimed at addressing contemporary challenges in business informatics and industrial management. These include advanced analytics, operations strategy, technology integration and the Industrial Internet of Things (IIoT). The Centre also delves into supply chain and logistics management, cybersecurity in business informatics and innovation and technology adoption within industrial contexts. Other key areas of focus include leadership and human resource management in industrial settings, industrial marketing management, total quality management (TQM), technology management and environmental and sustainable practices. In line with global sustainability goals, the Centre is also actively engaged in research on green technologies and policy analysis. These areas collectively support the Centre's mission to drive impactful research, enhance industry practices and promote sustainable development.

# Distinguished Researchers at CBIIM

Several distinguished members of the research team at CBIIM have received international recognition for their contributions across various fields. These achievements reflect both the strength of the CBIIM team and the Centre's dedication to impactful and innovative research.



**DISTINGUISHED CHAIR PROF DR OOI KENG BOON, FASc**

Director of the Centre for Business Informatics and Industrial Management  
 Distinguished Chair Professor of Industrial Management and Information Systems, Centre for Business Informatics and Industrial Management  
 Distinguished Professor, UCSI Graduate Business School

- World's Top 2% by Stanford University (2020-2024)
- World's Top 101 Business and Management Scientists, as ranked by Research.com (2025)
- World's Highly Cited Researcher (Top 0.1%) by Clarivate Analytics (2023)
- World's Top 0.5% Scholar (Lifetime) in Information Sciences by ScholarGPS (2024)
- Fellow of the Academy of Sciences Malaysia
- Fellow of the Academy of Engineering and Technology of the Developing World



**SENIOR PROF DR GARRY TAN WEI HAN**

Head of Mobile Technology and Tourism Marketing, Centre for Business Informatics and Industrial Management  
 Professor, UCSI Graduate Business School  
 Editor-in-Chief, UCSI Press

- World's Top 2% by Stanford University (2020-2024)
- World's Top 700 Business and Management Scientists, as ranked by Research.com (2025)
- World's Top 0.5% Scholar (Prior Five Years) in Management Information Systems by ScholarGPS (2024)



**ASSOC PROF DR MEHRBAKHSH NILASHI**

Head of Artificial Intelligence and Business Informatics, Centre for Business Informatics and Industrial Management  
 Associate Professor, UCSI Graduate Business School.

- World's Highly Ranked Scholar (Prior Five Years) in Electrical and Computer Engineering by ScholarGPS (2024)
- World's Top 2% by Stanford University (2020-2024)



**ASSOC PROF DR EUGENE AW CHENG XI**

Head of Consumer Marketing, Centre for Business Informatics and Industrial Management  
 Associate Professor, UCSI Graduate Business School  
 Head of Research and Postgraduate Studies, UCSI Graduate Business School

- World's Top 2% by Stanford University (2023-2024)
- World's Top 0.5% Scholar (Prior Five Years) in Management Information Systems by ScholarGPS (2024)



**ASST PROF DR AHSAN ANWAR**

Head of Innovation and Environmental Sustainability, Centre for Business Informatics and Industrial Management  
 Assistant Professor, UCSI Graduate Business School

- World's Top 2% by Stanford University (2023-2024)
- World's Top 0.5% Scholar (Prior Five Years) in Economics by ScholarGPS (2024)



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