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## UTAR CAMPUSES

**Petaling Jaya Campus**

(KPT/JPS/DFT/US/B07)

13 Jalan 13/6

46200 Petaling Jaya  
Selangor Darul Ehsan**Kuala Lumpur Campus**

(KPT/JPS/DFT/US/W05)

Jalan Genting Kelang  
53300 Kuala Lumpur**Sungai Long Campus**

(KPT/JPS/DFT/US/B12)

Lot PT 21144

Jalan Sungai Long  
Bandar Sg. Long  
Cheras, 43000 Kajang**Perak Campus**

(KPT/JPS/DFT/US/A04)

Jalan Universiti  
Bandar Barat  
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## UTAR Organises Symposium on Progress in Information and Communication Technology (SPICT'09)



Dr. Hou (7th from left) posing for a photo with the organiser, co-organisers, sponsors and/or their representatives for the symposium and workshops.

Researchers, industry practitioners and students in information and communication technology (ICT) gathered for the Symposium on Progress in Information and Communication Technology (SPICT'09) organised by UTAR on 7 December 2009. Deputy Minister of Higher Education, Dr. Hou Kok Chung officiated the event.

The symposium which also attracted the participation of individuals from overseas brought together researchers, industry practitioners and students to exchange the latest advances and trends in ICT and to identify and share emerging research topics in the field. A total of 64 paper submissions from over 31 different institutions in 12 different countries were received for the symposium, of which 31 submissions were accepted after the paper review process.

SPICT'09 consisted of seven sessions offering presentations in diverse areas of ICT such as business IT systems, network infrastructure, algorithm development, vision and image processing, knowledge management, multimedia and e-learning.

Two ICT events were held simultaneously over two days in conjunction with SPICT'09. The events were the Workshop on Advances in Intelligent Computing 2009 (WAIC 2009) which was

held on the same day as the opening ceremony of SPICT'09 and the Multimedia Development Corporation of Malaysia (MDeC) R&D Exchange Forum which was held the following day.

UTAR President Ir. Professor Dato' Dr. Chuah Hean Teik who was present for the SPICT'09 opening ceremony expressed, "The R&D landscape in Malaysia has transformed greatly in the past few years, where a lot of resources have been channelled in Malaysia to cultivate a vibrant environment for scientific and technological discoveries." He added that UTAR, in tandem with national development, is gaining greater momentum in its research intensification effort to transform itself into a research-focused University.

"Our faculty members in UTAR are constantly seeking new opportunities, exploring innovative ideas and building new links. We have embraced this culture wholeheartedly and have maintained close collaboration with colleagues from various disciplines locally and worldwide through our Global Research Network and various research initiatives," he said.

He expressed his hopes for the SPICT'09 to present a platform to discuss, explore and allow ideas to cross fertilize to spark new research collaborations amongst the various participating academics and ICT companies.

## Malaysian Cultural Diversity Appeals to Anthropologists

**Dr. John Postill, a Senior Lecturer in Media from Sheffield Hallam University, UK presented a talk about media anthropology on 29 October 2009 in UTAR Petaling Jaya Campus.**

In his talk, he said, "Malaysia possesses an important appeal that attracts local and foreign anthropologists to conduct their anthropology researches here which has its cultural diversity."

On the Malaysian anthropology landscape, he commented, "Many anthropology researches have already been done in Malaysia by foreign anthropologists. Hence, I truly feel that more Malaysian scholars should consider taking up the torch in spearheading anthropology researches in their own country."

During his lecture, Dr. Postill dwelled not only on the history of media anthropology in terms of research interests in media anthropology but also on media anthropology research methods used in the different eras as well as the limitations of the different research methods used in providing a better understanding on the media. He described media anthropology as the anthropology study of contemporary media such as the radio, television, print media, internet and software.

He also highlighted a new methodology that may be developed in future to assist media anthropologists, called 'sensory ethnography'. He said, "Sensory ethnography is a methodology used whereby a researcher would study the actual process and experience of using the media. By using this

methodology, the anthropologist would consider all sensory experiences involved when using the media including sight, sound and touch."

Dr. Postill expressed his hopes for more anthropology researches to be conducted in the future and to see a shifting of emphasis on anthropology researches that reflect findings based on historical researches while also taking into consideration the cultural aspects and cultural formation of the society in which the anthropologists are studying.

Dr. John Postill visited not only the Faculty of Creative Industries in Petaling Jaya but also the Faculty of Arts and Social Science at the Perak Campus where he had discussions on suitable focus for joint research projects with the academic staff of both the faculties.



Dr. Postill delivering his talk at the Petaling Jaya Campus.

## UTAR STUDENT LEADERS AT FUTURE LEADERS CAMP 2009



Valuable experience: The student leaders proudly showing off their certificates after the Camp.

**Five members of the UTAR Student Representative Council (SRC) participated in the Nilai University College-Ministry of Higher Education (NUC-MOHE) Future Leaders Camp 2009 held at a resort in Negeri Sembilan from 7 – 9 November 2009.**

The objectives of this Camp were to impart further leadership skills to these young leaders, to expand opportunities for their self-development and to

initiate networking between university students. In addition, the organisers hoped that this Camp would promote further enhancement of cultural understanding.

Upon their arrival, student leaders were separated into groups of 10-15 participants to attend workshop activities and other programmes. Altogether there were 10 sessions of talks, seminars as well as workshops held during this Camp.

Among the speakers during the talks were Founding Director of the Institute of Ethnic Studies, Universiti Kebangsaan Malaysia, Professor Datuk Dr. Shamsul Amri Baharuddin, and Secretary of the World Council Of Religious Leaders, Dr. Bawa Jain who was also from the World Youth Peace Summit.

The Parliament Training session was also held to show the participants how bills of law are enacted, debated and passed. Workshops and a panel discussion where participants shared their Camp experience and voiced their opinions were also held.

The students left the Camp enriched in experience and feeling more confident and committed towards their leadership responsibility at the home institution.



## UTAR Sets Up Endowed Chair in Construction Management

UTAR is establishing an endowed chair in construction management with the contribution of RM2 million from SHL (Sin Heap Lee) Consolidated Berhad through its subsidiary. The collaboration was sealed at a signing ceremony and the presentation of a mock cheque held on 8 December 2009 at UTAR Petaling Jaya Campus.

The agreement was signed by UTAR President Ir. Professor Dato' Dr. Chuah Hean Teik, SHL Executive Directors Dato' Yap Teiong Choon and Dato' Ir. Yap Chong Lee. Witnesses for the agreement were UTAR Acting Dean of the Faculty of Engineering and Green Technology Ir. Chan Cheong Loong and SHL Solicitor Mr. Norendra Ponniah.

Present to grace the momentous occasion was SHL Consolidated Bhd Chairman Yang Amat Mulia Tengku Abdul Samad Shah Ibni Almarhum Sultan Salahuddin Abdul Aziz Shah as the Guest of Honour. UTAR Council Chairman Tun Dr. Ling Liong Sik was also present for the occasion.

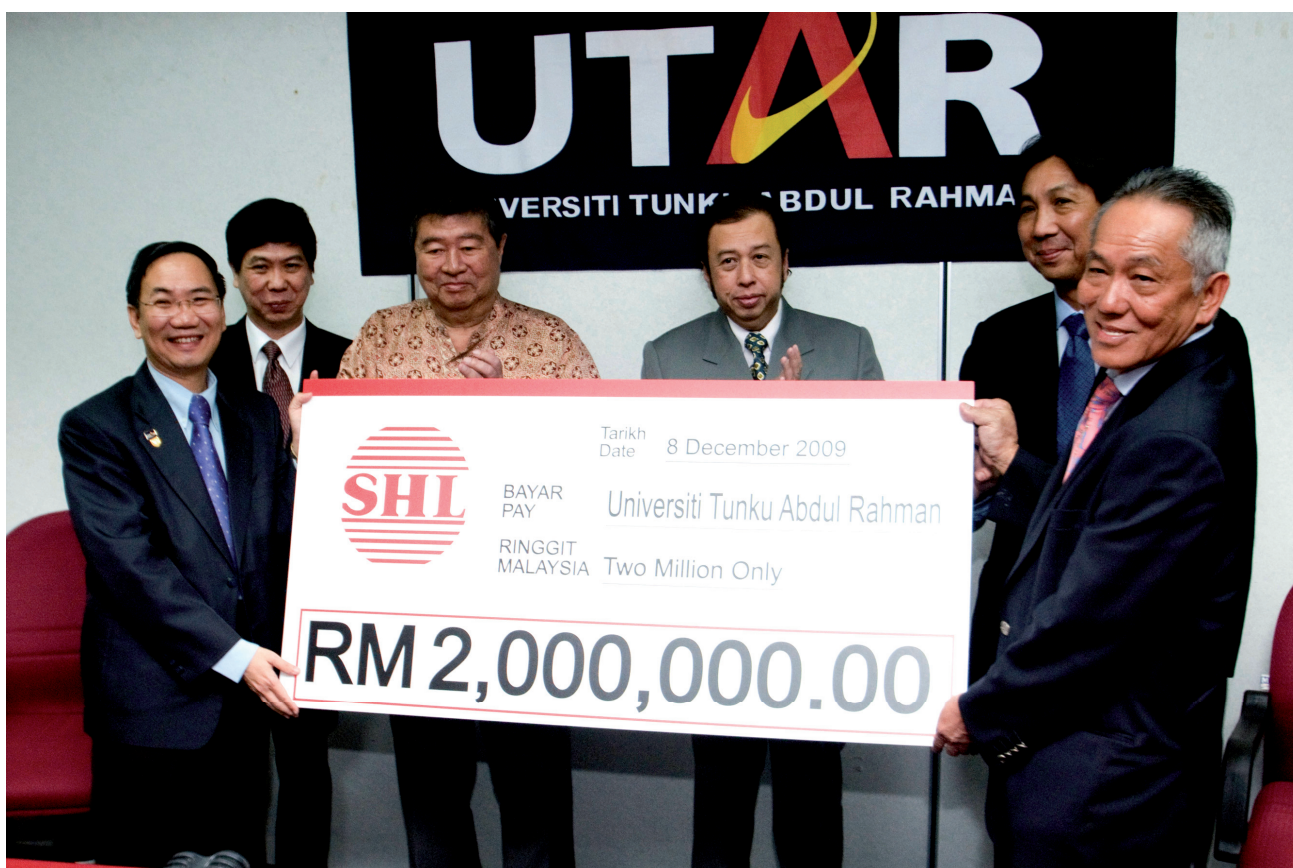
The Chair, named 'SHL Professor of Construction Management', will be set up at the Faculty of Engineering and Green Technology in the Perak Campus, involves the appointment of a Professor to hold the chair to conduct and oversee research and development activities in the construction management field.

The establishment of the Chair serves the primary objective of developing and achieving excellence in the research, development, education and training in the field of construction management. Through the Chair, UTAR endeavours to promote exchange of technical expertise and to facilitate and organise a wide range of activities in advancing construction management industry in Malaysia.

In addition, the Chair aims to establish and complement a stronger pool of expertise consisting of both academia and industrial representatives in the field of Construction Management to provide consultancy.

In his speech at the signing ceremony, Prof. Chuah said, "Construction management is an important contributor towards the physical development of our country. It is also a field with a huge potential and much new knowledge to be acquired for continuous improvement in tandem with the rapid advancement of modern technologies."

He added that as a teaching and research-focused institution, UTAR is committed to the advancement of knowledge in all fields through synergistic partnerships and collaborations with other research or educational institutions and partners from the industry.



Prof. Chuah (*far left*) receiving the mock cheque from Dato' Yap (*far right*) with (*from left*) Ir. Chan, Tun Dr. Ling, YAM Tengku Abdul Samad Shah, and Dato' Ir. Yap witnessing the mock cheque presentation.



## Further Enhancement of Speaking and Writing Skills for UTAR Staff

UTAR Perak Campus staff had the chance to boost their self-confidence and self-esteem when they participated in in-house training workshops organised by UTAR Centre of Extension Education aimed at improving staff's speaking and writing skills. The communication workshops on Speaking Skills were conducted from 12 – 13 November 2009 and Writing Skills from 19 – 20 November 2009.

Sharing his extensive experience as a writer, public speaker, trainer and academic consultant, Mr. Goh Kek Seng said, "People form opinions in the first 60 seconds. People can 'hear' our personality and mannerisms through the tone of our voice. Communicating effectively on the telephone is an important skill. Knowing proper telephone etiquette puts you at your professional best."

Besides telephone etiquette, Goh also shared

tips on handling challenging communication with angry customers and difficult colleagues. For the writing workshop, participants gained skills in writing letters, e-mails, memos, minutes of meetings, and reports that can be easily understood and that can generate the desired responses.

Hew Kuan Pin, a staff from the Software Development and Multimedia Services Centre, said he benefited greatly from both the workshops, "I learnt how to communicate effectively with my colleagues and superiors as well as students to ensure smooth operation of my daily tasks."

Another participant, Lee Way Swan from the Division of Programme Promotion added, "The training has provided me with clear guidelines on the format for mail, formal letters and various types of documents."



Participants engrossed in a discussion.

## Quality Relationships Matter

The UTAR Quality Relationships Campaign was launched on 25 November 2009 by the students from the Public Relations programme. Dr. Khamsiah Ismail from the Lembaga Penduduk dan Pembangunan Keluarga Negara (Board of the National Population and Family Development), and the Deputy Dean of the Faculty of Creative Industries, Mr. Thinavan Periyayya, were the guests of honour. The actual campaign itself was held throughout the week starting from 19 November 2009 with many events lined up.

UTAR's own dancers took to the stage to perform a dance routine titled 'The Heart Stompers' after the launching ceremony. Then, the director of the campaign, Khoo Mei Ling, gave a welcoming

speech. In her speech, Khoo explained the objectives of the campaign. "With the rates of divorce cases and heart illnesses increasing in a direct proportion to failed relationships, the campaign stressed mainly on three important points to cultivate for a quality relationship - care, compassion and appreciation. We wish to bring awareness to the audience about the importance of a quality relationship."

Among the attractions of the campaign and activities held in conjunction with this campaign were educational games, karaoke competition, a talk by David Oh, the author of *Café David: Serving Coffee for the Soul – Relationships* on sustaining healthy relationship, an exhibition, and the screening of some movies.

The response from faculty students was overwhelming, as many were keen to take part in the competitions as well as in attending the talk. Prizes offered for the competitions or games held were also attractive, and the fun activities had indirectly helped the organiser to get their intended messages across.

The happy faces of the students involved in organising this campaign.





## STUDENTS SWEAT IT OUT AT CLASH OF THE UTARIANS 2009

Clash of the UTARIANS 2009, an annual event held all in the name of good fun and sportsmanship, got 130 students geared up for sports challenges at UTAR Perak Campus on 7 November 2009.

Upon the arrival of two buses of UTAR students from Klang Valley (Petaling Jaya, Sungai Long and Setapak Campus) at the Perak Campus, excitement and performances that were packed with adrenaline rush were the order of the day. Teams from Klang Valley and Perak competed against one another in seven games: table tennis, basketball, badminton, futsal, volleyball, tug of war, and netball. Participants were seen displaying their sporting prowess and sweating themselves out in their bid to clinch gold medals. Though the afternoon rain interrupted the games, it did not dampen their sporting spirits. They were cheered on by friends, University staff and supporters.

The teams from Perak Campus emerged as overall champion as they swept all the gold medals in all the games except badminton. Assoc. Prof. Dr. Yeoh Suan Pow, UTAR Vice President (Student Development and Alumni Relations) presented medals to the winners and the overall challenge trophy to the teams from Perak Campus.



(Left) The women's badminton event in full swing; (right) Happy cheer from team Perak Campus, the overall champions.

## UTAR Trekathon at KL Lake Gardens

Over 250 UTAR students congregated at Kuala Lumpur Lake Gardens on 22 November 2009 for the UTAR Trekathon organised by the University's Department of Student Affairs (Klang Valley).

Joining this third edition of the UTAR Trekathon were UTAR staff, alumni and participants from Universiti Pertahanan Nasional Malaysia (UPNM), who took part in the Open Category.

UTAR Vice President Dr. Yeoh Suan Pow (Student Development and Alumni Relations) flagged off the race and later presented prizes to some of the winners.

Amidst lush greenery, lakes, jogging tracks and walking trails, they completed the 6.2 kilometres race under different categories - men, women, staff or open.

All the participants of events went home with something to cherish: a winning moment, a start of a friendship, an appreciation of nature; but mostly, the joy of participation.

Top: Dr. Yeoh (extreme left) flagging off the participants; Below: A group photo after the Trekathon.





## Financial Experts Illuminate on the Complex Capital Market

Organised by UTAR Faculty of Business and Finance in collaboration with the Securities Industry Development Corporation (SIDC), a two-day seminar was held from 2 – 3 November 2009 at UTAR Perak Campus. The seminar saw the attendance of some 2,336 lecturers and students.

Three speakers were invited to give talks and share their experiences on their respective topics at the seminar. They were Asst. Prof. Dr. Ch'ng Huck Khoon who presented two talks titled 'Essentials of Corporate Proposal' and "Financial Planning: Putting Theory into Practice"; Fund Manager Mr. Wong Loke Lim who spoke on 'Forces Shaping Global Capital Markets'; and SIDC's Business Consultant Mr. Kenny Tay who spoke on 'Analysing Company Performance'.

A year two Accounting student, Lim Soh Koon said, "The seminar helped me to relate what we have learnt from the text book to the practical corporate world. I have gained extra knowledge on financial planning and company performance analysis. Besides, I've learned how to make

accounting subject 'alive' with real world applications."

Another participant Yip Chee Cheong added, "This two-day seminar on financial matters is quite important to all undergraduates. As money plays an important role in everyone's life, it is essential to equip oneself with sufficient basic financial knowledge. This seminar gave a brief insight of the practical world where money matters dominate the landscape. The speakers who conducted the seminar are outstanding in delivering their lectures. No doubt they are professionals who are knowledgeable in their respective field, their oratory skills are excellent to the extent that the crowd is enthralled by their creative presentation. It proves that financial matters can be made fascinating and exciting."

The seminar was sponsored by SIDC, the training arm of Securities Commission Malaysia.



(From left) Dr. Ch'ng, Wong and Tay presenting their respective talks during the seminar.

## Exciting Birding Experience at UTAR Perak Campus

Aiming to educate UTAR community on the natural environment at this green campus, the Perak Campus Nature Lover Society took the initiative to organise a talk-cum-birding activity titled 'Open Country and Wetlands Birds of Malaysia' on 19 November 2009.

Lean Yen Loong, a committee member of the Bird Group, Malaysian Nature Society, Perak, shared his extensive birding experience by giving a brief introduction on the various bird habitats in Malaysia

and showing some photos of various species of migratory and local birds that were likely to be seen in the surrounding of the Campus. The participants were later brought to a strategic venue at the entrance of the Campus to sight the birds and listen to the symphony of bird calls. Using binoculars and telescopes, the participants were thrilled at the sight of various species of colourful birds such as kingfishers, grey heron, and others.

Chairperson of the organising committee, Lee Chaw Chin said, "This birding activity aims to provide the knowledge about the bird habitats in our country and help students to recognise the birds around them. Most important of all, we hope students will have greater appreciation towards nature and learn to protect the wild birds in the Campus."

Students and lecturers enjoying the birding experience.





## UTAR Welcomed Visitors from E-Sarn University, Thailand

Sixty-five delegates from E-Sarn University, Thailand, visited UTAR Perak Campus on 6 November 2009. The delegates comprised MBA students, lecturers, and family members were led by Prof. Kalyarat Hasaroka, Director of MBA programme of E-Sarn University.

Malaysia. According to Prof. Hasaroka, the visit to UTAR was a field trip study required under their MBA programme. The visitors were greeted at the international airport by UTAR

Head of the Department of Internationalisation and Institutional Research Cheong Chew Seong who then led them to the Perak Campus. Cheong also gave an introduction of UTAR to the visitors and showed

the visitors a video presentation on the history and development of UTAR. The Thai visitors were also given a Campus tour.

One of the visitors, Theppituk Kogluetcha, who is an MBA student, expressed his excitement over his first visit to Malaysia and UTAR, "I am impressed with this scenic Campus. This visit has enriched my educational experience. I would like to know more about UTAR and explore the learning opportunity at this University."



A group photo of the delegates during their visit to UTAR.

E-Sarn University is located in Khonkean Province in north-eastern Thailand, bordering Laos. The university's main study focus is in public administration and business management.

## Learning First Aid in a Camp

Instead of having their first-aid course conducted in the classroom, UTAR Perak Campus First Aid Society decided to have it in a different setting – in a camp. Themed 'First Aider in Every Home', the camp was held at Kem Kepimpinan Gemilang in Gopeng, a National Service campsite, from 24 - 25 October 2009.

Some 76 participants had a whale of a time during the two-day first aid training camp. The participants were taught basic first aid skills such as bandaging and treatment of wounds, recognising symptoms of epilepsy and choking, as well as cardiopulmonary resuscitation (CPR). It was never a dull moment as Mr. Chua Teik Wei from the Malaysian Red Crescent Society (MRCS) injected humour into his training and made the sessions alive with his first aid demonstration. He said learning basic first aid skills could help save lives especially during emergencies and natural disasters. Participants were then required to work in pairs to practise different bandaging methods and practise their CPR skills using CPR mannequins.

Apart from the interesting first aid lectures, the participants also experienced being suspended in mid-air on a flying fox, walking on high ropes, kayaking, jungle trekking at night and going through a tough obstacle course. The participants had a good bonding time during the campfire and barbecue sessions.

Ryanne Phan, one of the participants, said, "I have had my fair share of experience in camping, so this experience wasn't entirely new to me. However, the highlights for me were the water-rafting and also night jungle trekking. Both experiences were terrifying but exciting at the same time. The physical challenges were equally fun, even though I did some of them before. The interesting part was that the challenges were done with different strategies and ways compared to my last camping experience."



The happy faces of Camp participants and their trainers.



## TWAS Regional Young Scientists Conference on Plants for Food, Health and Fuel

Over 130 participants including eminent researchers in the field of agricultural biotechnology from some 11 countries gathered to present ideas and discuss findings on plant-based renewable resources at a conference jointly organised by UTAR and Forest Research Institute of Malaysia (FRIM) under the auspices of The Academy of Sciences for the Developing World - Regional Office for East and South East Asia and the Pacific (TWAS-ROSEAP) at a hotel in Petaling Jaya.

Present to officiate the Conference on 3 November 2009 was the Deputy Minister of Science, Technology and Innovation, Tuan Haji Fadillah Yusof. In his speech, Tuan Haji Fadillah said, "With the world's population forecasted to grow from six to nine billion over the next 50 years, diminishing fossil resources and the need for food, demand for bio-fuels and bio-materials from renewable, plant-based resources will certainly increase."

Tuan Hj. Fadillah emphasised the importance of advancements in the areas of biotechnology and plant genomics, breakthroughs in finding a solution as well as the use of renewable energy to assist developing countries in tackling such challenges.

He added that conferences such as the TWAS Regional Young Scientists Conference were vital as

they would be able to highlight the progress achieved in the understanding of improved production of biomass for food, medicine and bio-fuels needs while at the same time maintaining environment and agricultural sustainability.

UTAR Vice President of R&D and Commercialisation, Professor Dr. Lee Sze Wei was also present during the Opening Ceremony. In his speech, he said, "On behalf of UTAR, we are indeed honoured to be one of the co-organisers for the TWAS Regional Young Scientists Conference. As a research-focused University, UTAR strongly encourages its staff and researchers to be involved in cutting-edge research with significant socio-economic impact."

"A Conference such as this will undoubtedly provide a platform for both speakers and participants, especially young scientists below the age of 45, to share common experiences and to update their knowledge on agricultural biotechnology," he added.

Prof. Lee said, "The theme of this Conference 'Food, Health and Fuel: Plants for the Future' is not only timely but also serves to remind us of the role of agricultural biotechnology in ensuring food security and production of bioenergy."

Organising Committee Chairperson of the conference and UTAR Adjunct Faculty, Professor Dr. Farida Shah said, "The aim of this Conference is to discuss recent progress in the production of biomass and the uses of new biotechnological approaches to increase yields for food in terms of nutritional, medicinal needs and fuel, and to achieve the challenge of supplying bio-based products derived from plants for food, fuel and health needs".

The TWAS Regional Young Scientists Conference Opening Ceremony included a poster tour which showcased the research works and findings of talented young scientists.



(Top): Prof. Lee of UTAR welcome the conference participants on behalf of the University.  
(Bottom): Prof. Dr. Farida (left) presenting a token of appreciation to Tuan Hj. Fadillah.



Prof. Dr. Farida and Tuan Hj. Fadillah looking at some of the posters on display at the conference.



## Participants of TWAS Regional Young Scientists Conference Got More than Food for Thoughts

Over 130 participants of the TWAS Regional Young Scientists Conference got more than food for thoughts; they got entertainment in the form of cultural dances performed at a special dinner organised for them on 3 November 2009 at a hotel in Petaling Jaya.

The dinner which was organised in conjunction with the TWAS Regional Young Scientists Conference offered delegates with an opportunity to delight their senses from a string of multicultural dances performed by various races from around multi-ethnic Malaysia. During the dance performances, traditional Malay, Chinese, Indian and native dances were brought to life by talented dancers, clad in their respective traditional costumes. With an international mix of delegates at the conference, the multicultural dance performance was an ideal way to introduce delegates from abroad to Malaysia's unique cultural heritage.

The TWAS Regional Young Scientists Conference was held from 2-5 November 2009 to bring together researchers in the field of agricultural biotechnology to present ideas and discuss findings on plant-based renewable resources.

Speaking at the special dinner, UTAR President Ir. Professor Dato' Dr. Chuah Hean Teik, expressed, "I am glad to note that this conference has brought together leading experts and young scientists, from 16 different countries in the Asian region, to showcase their promising work pertaining to production of plants to meet current demands for food, health and biofuel security while maintaining environment and agriculture sustainability."

"Throughout the history of scientific discovery and knowledge pursuit, we repeatedly see how fundamental sciences have resolved basic questions and opened new frontiers. In the past century, we have seen how discoveries in science have changed the quality of our lives and the way we live."

He added, "In the 21<sup>st</sup> century, Biotechnology and Biochemistry, together with other disciplines in the sciences, are faced with even greater intellectual challenges in unravelling the mystery of life and in making an enduring and sustainable impact on society and the world we live in."

"Asia, which comprises the world's top biodiversity-rich countries such as China, India, Indonesia and Malaysia, poses abundant opportunities for research and development. These biodiversity hotspots hold a large number of endemic plant species that may be used in the production of biomass for food, medicine and biofuel needs," Prof. Chuah said.

He added, "With our rich biodiversity and strong commitment from scientists like you, I am confident that we would be able to discover breakthroughs to address the challenges currently faced by the world."

Besides the multicultural dance performances, delegates of the conference were happy to receive a pleasant surprise when a lucky draw session was held. Some of the delegates walked away with attractive prizes from the lucky draw.



Prof. Chuah (*white Batik shirt*) is welcomed to the conference dinner.



(*Top and bottom*): The cultural diversity of Malaysia was shown in the performance during the dinner function.

## Battle of spelling for UTAR Spelling Bees

They battled through words like halloween, neolithic, porcupine and yodeling, and in the end, it was Wong Jia Wei who pulled out the win with the word 'rooster' at the UTAR Spelling Bee Competition held at UTAR Perak Campus on 28 October 2009.

Organised by the Perak Campus English Language Society, the event started with Krishnan Vengidasamy, the chief judge who is also the advisor for English Language Society, explaining the rules and regulations of the game. As there were 16 participants, the competition was conducted using the final round spelling rules. Each participant had to give and spell a word that starts with the ending letter of the previous participant on their right.

When asked the objectives of such event, chairperson of the organizing committee Nur Atiqah said, "This event aims to promote the love for English language, specifically, to introduce new words and vocabulary

and to encourage students to hone their spelling ability."

After an hour of spelling by the participants, only Wong Jia Wei and Tan Renjie (both English Language students) remained standing. The competition ended with Wong Jia Wei emerged as champion and Tan Renjie as runner up.



Contestants and judges of the UTAR Spelling Bee Competition.

## A Touch of Magic on Cupcakes

Some 47 students were seen tapping into their inner creativity when they decorated the freshly baked cupcakes with various designs, which included clowns, birds and many others. The tiny works of art that brought back the delights of childhood were considered the masterpiece at the cupcake workshop organised by the Perak Campus Career Development Club on 8 November 2009.

Organising chairperson Alan Quay San Thien was extremely happy with the participation and was overjoyed that the students had fun baking their very first cupcakes. He said, "This event aims at cultivating interest in bakery and students may explore career options available in the bakery industry. We are looking forward to organising more of such activities to instil creativity in the students."

Bong Pei Thing, baker and owner of Caker Inn Bakery in Bandar Baru Kampar, taught the participants the entire process of baking cup cakes, from whipping the batter to perfection to decorating the cute cupcakes. The participants had lots of fun mixing the colours of the toppings and trying their hands on different designs. Bong praised the creativity of the students especially those who came up with new

designs. Bong also shared her experience on her venture in the bakery industry.

One of the male participants, Tan Si Nan, a Biotechnology student, said excitedly, "Even though I have baked cakes before but this is the first time I make cupcakes. Designing and crafting the toppings are new skills that I have learnt today. Now, making pretty cupcakes is not a problem for me!"



Bong (right), showing the students some tricks of cupcake decorating.



## An Eye-Opening Art Exhibition

A visit to an art exhibition proved worthwhile to a group of students from the Arts and Crafts Society at UTAR Perak Campus as the exposure has spurred their passion and creativity. The nation-wide touring art exhibition was held at a cultural centre in Bandar Baru Kampar from 6-8 November 2009.

Themed 'The Differing Faces of South East Asia', the art exhibition showcased artworks by Chia Hoy Sai. A graduate from the Nanyang Academy of Fine Arts in Singapore, Chia has held several solo and joint art exhibitions, excelling in oil, pastel and charcoal. His presentation is diverse but he became prominent by his paintings in local fruits and portraits.

The artworks were mainly portraits of different faces and cultures sketched in black and white done over years of difficult struggle. During the opening ceremony, Chia shared his touching stories on his encounters in his art adventures.

Organising chairperson, Wong Chin Hoong said, "This exhibition proves that art is a common language that transcends all racial and social barriers. From Mr. Chia, we have learnt that we need to have confidence and courage to follow our dreams. Our actions can make a difference in our lives and in society."



UTAR visitors taking the opportunity to have their photo taken with Chia (standing, right).

## Community Service Society visits SPCA

The UTAR Community Service Society paid a visit to the Society for the Prevention of Cruelty Towards Animal (SPCA) in Ampang, Selangor on 21 November 2009. The UTAR visitors arrived in the morning, and upon arrival, they were taken on a tour of the premises. This SPCA care centre is divided into three sections, namely the area



Students cultivate a love for all animals at SPCA.

for puppies, maternity ward and the section for cats and adult dogs. The visitors had a taste of being an SPCA volunteer when they were divided into three groups to do different tasks. Among them were cleaning up the animal boarding area, preparing food for the animals, feeding the animals, and bathing these animals.

The visiting UTAR students also attended a short talk on SPCA and its roles, caring for animal and prevention of cruelty towards animals.

The students who went on this visit were very happy because they learned a lot on how to take care of animals and the roles of SPCA. Some of them made plans to take part in activities organised by this society.

## Students Show Off their Works of Art in Exhibition

The Arts and Crafts Society at the Sungai Long Campus organised an arts and crafts exhibition at the Campus from 3 - 5 November 2009. Mr. Hen Kai Wah, Head of MBA/MBA (Corporate Governance) Programmes represented Asst. Prof. Dr. Ong Seng Fook, Faculty Dean for the opening ceremony of the exhibition.

The exhibition presented an opportunity to students to display their artistic talents through their artwork and crafts.

Visitors were taken on various experiences as they were guided by the exhibition assistants, made up of the members of Arts and Crafts Society, who gave details of each exhibit.

Visitors on the last day of the exhibition also participated in a lucky draw held in conjunction with the exhibition.



Students admiring one of the works of art on display.

## Unplugged Musical Gathering for Music Lovers

Some 171 students enjoyed the easy listening of unplugged music performed by eight singers accompanied by two guitarists at an unplugged musical gathering organised by the Perak Campus Music Club on 12 November 2009.

This acoustic style music performance allowed the performers to connect with the audience in an intimate way as the essence of the song shone through its delivery. The singing was divided into two sessions. The eight soloists rendered their chosen numbers during the first session but male singers were required to sing songs by female artistes and vice versa in the second session. A total of 16 songs were performed in two hours. An interaction session with the audience was held after the performance to obtain feedback from the audience.

Chairperson of the Music Club, Chia Eu Gene who also participated in the performance said, "The objective of this musical gathering is to create an opportunity for students to enjoy a time of leisure and music despite their busy academic life. Actually this is our second unplugged musical gathering. The first which was organised last semester received good responses. This event allows performers to share their experience and feeling in music with their friends and the audience."



The singers performing to a large crowd.

## Indulging in the Art of Mindful Living Talk

Amidst busy and hectic study schedule, some 90 students retreated into a moment of tranquillity to learn the 'art of mindful living' at the recent dharma talk organised by UTAR Perak Campus Buddhist Society on 25 November 2009.

Titled 'Path towards Peacefulness', the half-day talk featured the practice of 'Love and Mindfulness' in the daily life of a student by a group of four Buddhist monks from Plum Village, a Buddhist meditation centre in France. The speaker, Bikkhu Thich Chan Phap Kham, was a student of Zen Master Thich Nhat Hanh, one of the best known and most respected Zen Master in the world today whose life has been dedicated to the work of inner transformation for

the benefit of individual and society.

The event started with a delightful singing session by Bikkhu Thich Phap Kham and the masters who shared some songs from Plum Village and guided the participants on the sign language of those songs which included *Breathing In, Breathing Out, Dear Friend* and *Cultivate Joy*.

In the dharma talk, Brother Thich Phap Kham taught four ways of practising love towards others and explained why it is important to express our love towards people around us. Besides that, the participants had the opportunity to experience the 'walking meditation' around the campus and indulge in total relaxation which help to alleviate stress and tension. They were advised to practise these techniques often to increase the mindfulness of daily life.

According to the master, through mindfulness, one can learn to live in the present moment instead of in the past and the future. Dwelling in the present moment is the only way to truly develop peace, both in one's self and in the world.

"Modern people are too busy with so many things. One of the ways to cope with the fast pace of today's lifestyle is meditation. Meditation helps us to be more aware of what is going on in our mind and body. It is necessary to slow down, clear the mind and stay focused, which will help in work and life," Brother Thich said.



Walking meditation led by the master.



## 同庆中秋，共结善缘

中秋节是一个象征团圆的中华节日。配合此佳节的到来，拉曼大学霹雳校区学生于今年10月共同为弱勢团体筹款，充分表现了“人月两团圆”的意义。

这项善举由我校华文学会、华乐团、国际友好协会和武术社携手举办，主要活动是本校学会团体在校内售卖月饼及其他相关物品，以筹募款项。2009年10月30日晚上，一场吸引了众多出席者的精彩音乐演奏会为这个长达一星期的中秋筹款活动画下圆满的休止符。

筹委会主席说：“这项活动旨在为拉大全体成员提供一个互相交流和建设社会的平台。我们将把活动筹得盈利的百分之五十捐予金宝美门残障教育中心。我们邀请校内所有学会团体在学生餐厅内摆设摊位。目前，共有八个学会团体参与此盛。他们有的售卖玲珑月饼，有的卖果冻，有的则提供游戏来筹募款项。”

音乐演奏会由霹雳校区华乐团精湛的表演掀开序幕。他们演奏了多首跨越不同年代的乐曲，不同的曲风让在场观众皆听出耳油。接下来的表演节目也非常丰富，包括：武术社的武术表演、合唱团的大合唱、以及一系列融合了传统与现代的舞蹈表演，如蒙古与中华传统舞蹈、韩国嘻哈舞蹈以及印度的现代舞。



华乐团在音乐演奏会上表演。



我校学生提灯笼庆中秋。

## 同仁共济计划 塑造关怀文化

“如果你在遇到生命的低潮时，有一个人趋近你，并且愿意给予你真诚的帮助，不求回报。你需要做的，只是‘让爱传出去’。意思是，向另三个人提供援助。你愿意这么做吗？”以上就是拉曼大学霹雳校区学生事务部辅导咨询组在2009年11月21日首度举办“同侪辅导员感恩礼(Peer Helpers Appreciation Ceremony)”时，给予同侪辅导员的挑战。

这场感恩礼的主题与一部电影同名，即“让爱传出去”，其主要目的是感谢这群同侪辅导员的付出，给予他们鼓励，同时灌输同侪辅导员“We Love, We Care, We share”的大爱精神，并且发扬“让爱传出去”的情操，以“不伤害他人，对有恩于自己的人施予援助，无私地奉献自己”为生活原则，使这个世界变得更美好。

同侪辅导团是我校的志愿团体。他们是一群受过基本辅导技巧培训的在籍学生，以倾听和协助同学的烦恼和问题为己任，本着“We Love, We Care, We share”的精神协助他人。

在这场感恩礼中，共有51位同侪辅导员获颁证书，以示他们完成了同仁共济计划的一个单元，以及在各式辅导活动（如陶塑治疗法工作坊、EQ工作坊、同侪辅导团生活营等）进行了十小时的服务。

拉曼大学霹雳校区辅导咨询组职员骆慧春小姐说：“这是一项相当有意义的感恩礼。我们通过这个活动，向这群全心全意学习和服务的学生表达了感激之心。”

感恩礼上也播映了“让爱传出去”这部电影，希冀借以提高同侪辅导员的服务精神，同时培养他们的归属感。这部改编自小说的电影叙述一个教导社会学的老师，有一天给了他的学生一个习作题目，要他们提出一个能够改变世界的计划。一位11岁的学生提出了“让爱传出去”的计划。计划的概念是让受惠者再帮助其他人而非仅仅报答对他有恩的人，进而使更多人得到帮助。

同侪辅导员也在感恩礼上分享自己的感受。其中一位同侪辅导员，目前正修读心理学系课程的蔡鸿运同学表示：“参加这项计划使我获益很多，其中最宝贵的收获是友谊和学习关怀别人。同时，在参与辅导活动的筹办过程中，我也克服了怯场的毛病。”



同侪辅导员们手持证书合影留念。



## 顶级生的成功之道

“千里之行，始于足下，为自己设立目标，让它引导你，让你的人生变得有方向，有冲劲。我为自己设下清晰的、具体的目标，同时制订一系列步骤来实现它们。举例说，我要求自己在2009年阅读10本有启发性的书籍，参与5项软技能课程，以及认识100位新朋友。基本上，我全都做到了！”目前在拉曼大学吉隆坡校区理工学院修读工程系最后一年的尖子盛初杰，在2009年11月24日接受我校辅导员刘惠云小姐的访问时如是分享道。

拉曼大学霹雳校区学生事务部辖下的辅导咨询组开展了“解开精英学生的秘密”探索计划。计划中的项目涵盖举办工作坊，而上述访问即是工作坊活动之一。该项探索计划主要是让学生通过学习新的知识与生活技能，激发他们的内在潜能，同时鼓励他们发掘自己的天赋。

能够取得CGPA 3以上的佳绩，盛同学认为自律是成功的必备条件。他指出：“我会确保自己在学期末时把课业温习好。在自修周时，我还会和同学一起讨论功课，并与他们分享我所学到的东西。我也因此学得更多。”

除了在学业上有优异的表现，盛同学也活跃于社团活动，同时还是一名自由摄影师。纵使集上课、工作、功课与课外活动于一身，依然能够兼顾得当。

访问进行后，主办单位要参与者分辨出盛同学与他们自己本身的优点。他们也需要为自己在来年设定S.M.A.R.T (Specific、Measurable、Achievable、Realistic、Timely)的目标，并且想象自己达成目标的结果。

正在攻读新闻系一年级的吴敬英（译音）是当天的参加者之一，他表示：“盛初杰启发了我。我也希望可以成为摄影师。我的梦想是在21岁时拥有自己的摄影展，并且能在国家地理杂志社上班，而他的分享给了我实现梦想的灵感。”



盛同学正接受刘惠云小姐的访问。

## 霹雳校区办研讨会 提升研究风气

为了提升我校的研究素质，经济研究中心、会计、银行与金融研究中心、工商界研究中心和工商与金融学院联合举行了一场研讨会。研讨会的重点讨论集中在三个主题，分别是研究出版、研究基金和咨询工作。

这场研讨会于2009年10月22日在霹雳校区举行，其主要宗旨是培育及提升校内，尤其是工商与金融学院的研究风气。这场研讨会邀请了英迪国际大学副教授钟益龙（译音）博士、多媒体大学邱国伟（译音）博士和我校助理教授庄学勤博士谈论上述主题。研讨会吸引了来自各个学院的74位教师参加。

钟益龙副教授的主题是“如何有效地在著名期刊发表研究论文”。他曾发表过17篇论文，其中13篇发表于Thomson ISI期刊上。目前，他也是许多期刊的编辑与评审。

他表示：“要在著名的期刊上发表文章是相当不容易的。您必须对相关的研究领域具有渊博的知识，同时也要努力将自己的研究论文向读者、评审、编辑和出版商‘推销’。能够在一流的期刊上发表论文意味着您的研究成果是可靠及高质量的。而且，得以发表的论文之数量与品质对大学的排名有极大的影响。”

来自多媒体大学的邱国伟（译音）博士也是该校知识与创新管理研究中心(Centre for Knowledge & Innovation Management)的主席。他与出席者分享了如何成功获得并完成两项由我国科学、工艺与革新部属下的首要范围重点研究(Intensification of Research in Priority Areas)计划赞助的研究。

他指出：“若想成功申请到研究基金，必须有万全的准备。您须在截止日期到来前就计划好一切并确保它们进行顺利，以便能有充裕的时间筹备申请的程序工作。”

庄学勤博士谈论的主题是“如何获取咨询顾问的工作”。他说道：“个人的工作经验、竞争优势、能够推测问题并提供有效的解决方案之能力是决定您能否得到咨询工作的要素之一。”

许多出席者在此研讨会中获益。工商与金融学院院长黄健文副教授说道：“这项研讨会获得相当不错的反应。未来我们也会和另三所研究中心举办更多类似的研讨会，促进学者间的交流。”

(左起)邱国伟博士与钟益龙副教授摄于研讨会上。





## 霹雳校区华文学会首办生活营

拉曼大学霹雳校区华文学会首次于2009年11月6日在金宝青年之友场地 (Kompleks Rakan Muda) 举办了一项生活营。举办此生活营的宗旨是提升营员对中华文化的认知、培训营员的领导能力、塑造优良品格，以及拉近他们之间的情谊。该生活营特别邀请了外交部副部长兼金宝区国会议员拿督李志亮主持开幕典礼。我校副校长杨碇宝博士亦出席了是项开幕仪式。

这个三天两夜生活营的主题是《缘续之初啼·破晓》。生活营筹委会主席，同时也是华文学会主席的彭琛得同学表示：“‘缘续’有‘缘分的延续’之意。希望大家不管身在何处，都能够珍惜这份缘。因为这是华文学会第一次办生活营，因此取名‘初啼·破晓’，同时也希望营员们能够怀想破晓时刻为人们带来希望的曙光。”

生活营吸引了35位同学参加，其中包括华文学会会员与非会员。他们来自校内不同的科系，如会计学系、中文系、市场营销系、银行及金融系等。

彭同学说道：“筹备期间，筹委会遇到了许多困难，甚至萌生放弃的念头。但是，我们知道放弃就等于丢弃辛辛苦苦建立起来的华文学会。为了让华文学会继续成长，我们都必须坚持下去，直到生活营举办成功。”

谈及生活营的主要活动，他说：“为了让营员与筹委们熟悉，因此在第一天进行了破冰游戏。之后，我们进行了寻宝游戏。此寻宝游戏的主要目的是让营员们知道互相帮助、团结的重要性。”为了解营员们对生活营的看法，筹委会也在当晚要求营员们写出对生活营的感受，并且即时作出检讨，以便让第二天的生活营进行得更加顺利。第二天的活动包括辩论赛、分站游戏、营火会等。

彭同学补充：“营火会进行时，我们还顺道为十一月生日的营员庆祝了生日。生活营的最后一天，筹委会邀请了十大杰青之一陈礼祥先生到来演讲，与各位营员分享许多宝贵的人生经验，让我们获益匪浅。”

目前正在修读银行及金融系第二年的彭同学表示：“经过了这三天两夜的生活营后，营员们都建立了深厚的感情。虽然不舍，但天下无不散之宴席。希望大家的缘分往后能长长久久延续下去。虽然此次的生活营称不上非常成功，但我们都为此生活营付出过。更为重要的是，大家在这个过程中建立起来的友谊默契是千金难买的。”

筹办此次生活营的拉曼大学华文学会是今年新成立之学会。学会宗旨有二：一、通过不同的媒介向大众传播中华文化、华人文化及价值观；二、促进各种族的团结及和睦相处。这就如彭同学在受访时所说的：“华文学会并非一个单纯举办活动的学会。我们希望在活动中纳入更多不同的元素，以便对社会、对国家都能做出贡献。”



(左照) 营员们进行户外活动。(右照) 开幕典礼后与拿督李志亮 (第二排左四) 和副校长杨碇宝博士 (第二排左五) 合影。

## “更年期疾病及中医药保健”讲座

更年期并非一个新鲜的课题。然而，许多妇女对此却仍是一知半解。为让大家更为了解中医药在这方面的贡献和功效，拉曼大学继续教育中心与同善医院在2009年12月5日，联办了一场“更年期疾病及中医药保健”讲座。同善医院的中医医师，张淑莲教授是当天的主讲人。

张教授指出，由于医药科技的日趋发达与进步，人均年龄也随之延长。“人生七十古来稀”这句话也已不太准确。在人口日趋老龄化的情况下，更年期疾病的预防与保健也越来越受人们的关注。

更年期是成年女性走向老年的过渡期。一般来说，男性的更年期为50至60岁，而女性是45至55岁之间。由于女性在更年期的发病率高达是男性的4至5倍。因此，更年期的疾病与保健的重点一般都更着重在与女性更年期相关的课题。

她表示：“女性进入更年期的明显标志是绝经，但过程却因人而异。一般是月事来潮的周期延长，经血量逐渐减少，直至闭止来潮。而有些女性则是骤然停经。这些症状基本上都属于正常状况。”张教授特别指出说，若出血量异常及时间上延长，导致失血性贫血，那就必须详细检查，绝对不可掉以轻心。

张教授继续说：“中医在更年期疾病的防治和保健是以‘讲卫生，节饮食，调情志，适劳逸，顺应自然’。以中药来调理阴阳、脏腑和气血，使阴阳平衡，阴平阳秘，从治本著手，所以‘早发现，早预防，早治疗’是中医药在更年期疾病及保健的重点。”



出席的公众专心聆听张教授 (右站者) 的讲座。



## “经济全球化与国际人口迁移”讲座

迅速发展的科学技术可说是促进全球化的功臣之一，而高科技与全球化结合所带来的直接成果，则为提供了资讯、人力、资金与物资等自由流动的平台。随着经济全球化，国际间的人口流动趋向复杂，这将影响世界各地的社会转型和发展。

拉曼大学中华研究中心当代中国研究组于2009年11月23日上午，特别邀请在这方面素有研究的中国武汉华中师范大学李其荣教授在拉曼大学八打灵再也校区为全校师生和公众人士演讲“经济全球化与国际人口迁移”。

李教授从国际移民之历史、理论、政策、特点、类型、影响和趋向等方面来解析此课题。他表示，当今国际人口迁移的增长是全球经济一体化所造成的直接结果。同时，经济一体化也加大国际人口迁移的规模和范围。

他说：“国际人口迁移主要由五大迁移流组成，它们分别是：（一）欧洲人向北美的迁移；（二）欧洲人和日本人向拉丁美洲的迁移；（三）欧洲人向南非、澳大利亚和其他南太平洋地区的迁移；（四）非洲人作为奴隶被贩运到美洲等地的迁移；及（五）中国人和印度人向其他国家的迁移。”李教授指出，全球化使市场和平等的机会越来越多，人们在全球化的过程中为寻求更好的机遇，而造成人口流动率的增加。随着国际移民的人数增长，移民种类也呈现多样性，同时其重要性在21世纪势必还会继续增加。

李教授表示，经济全球化导致国际人口迁移的流向发生了巨大的变化。“传统的流向可分为几种，其中之一就是从不发达国家移民到发达国家。然而，目前看到的现象却是从发展中国家向发达国家移居。”

李教授也指出，国际移民对人力输出国和输入国都有一定的影响，但正面影响高于负面影响。对输出国而言，移民减少贫困，有助于经济增长；对输入国来说，移民虽然促使其经济增长，却也加重政府的福利负担。他补充：“许多国家政府对入境移民只有短期措施。由于这些措施的效用有限，因此曾经有学者呼吁各国之间制定长期的合作战略，以使迁移规范化并防止对移民的剥削。”他认为，要制定有效的政策，就必须将移民视为“长期、全球性及现代化”的社会过程。



李其荣教授（右站者）为全校师生与公众演讲“经济全球化与国际人口迁移”。

## 文字学讲座

语言是人类交流的工具。这世界上共有2000多个民族，使用的语言多达5千余种，其中主要的语言有汉语、英语、西班牙语、阿拉伯语等，又以汉语为世界上使用人口最多的语言。通晓此语言的人在我国不在少数，但会说不一定读，会读也不一定懂。“刀”为何念“刀”？“道”为何要念“道”？文字之形可考，意可查，然其音从何而来？

为了让学生对文字的解形、注音及释意三方面有更佳的把握，同时让即将修读声韵学的中文系学生扎下更稳固的基础，拉曼大学霹雳校区中文系在2009年11月24日下午3时30分举办了一场文字学讲座，并且邀请了来自台湾的汤赓岩先生主讲。该场题为“把中文文字的本形、本音、本义找回来”的讲座由我校中文系讲师李树枝先生主持，吸引了约70余位师生出席。这也是该校中文系今年举办的第三场讲座。

汤先生演讲最大的特点是就字论字。他说明某字何以“书此形？读此音？释此意？”外国拼音虽然简单，但却没有中文的形、意和音的特质。因此，中文是世界上唯一未受外来文化影响，而独立永续发展至今的古老文字。每个汉字均有自己的故事，其形、意和音都有来源，但字典没把其字形及字音来源列出来，因此我们才有必要找出它们的来源。透过这场文字之旅，学生能够认识中国文字之真正内涵。

高龄78岁的汤先生回忆说，过去教书时，曾有学生提出“刀为何念刀？道为何要念道？”这道问题，当时他只能一般地回答。为寻求答案，他退休后潜心研究文字学，并且耗费了近十年的时间，一人包办考研、撰写、排稿和

校对，完成共1116页的《简易说文字典》。这本字典亦是当今唯一能解答出中文字的形、音、意的字典。它让人对中文字有更深入的理解，最适合喜欢追根究底的人使用。李树枝先生表示：“汤老师原来并不会使用电脑。为了完成这本字典，他学习使用，其毅力及推广中华文化的心志令人敬佩。”

汤先生的演讲结束后，出席的学生也踊跃发问。其后，我校中文系助理教授林志敏博士代表中文系主任许文荣博士颁发纪念品给汤老师。汤老师此次来马不仅带来了使我校学生获益匪浅的讲座，同时也在今年举行的第11届书香国际中文书展中和我校中文系助理教授王介英共同主讲了“从汉字的演变谈汉字的生命力及未来发展”讲座。



（左起）汤赓岩老师与李树枝老师摄于讲座上。