



Wholly owned by
UTAR Education Foundation (Co. No. 578227-M)

UNIVERSITI TUNKU ABDUL RAHMAN

HORIZON

• Broadening Horizons, Transforming Lives •

2017
Issue 2

02 Collaborations
at Work

10 Special
Feature

14 In Search
of Excellence

16 From Talks
to Forums

18 拉大視野

20 Sudut
Utarian



Students doing assignments at the Institute of Chinese Studies



www.utar.edu.my



www.facebook.com/UTARnet



www.twitter.com/UTARnet



www.youtube.com/UTARnet



plus.google.com/+UtarEduMy



www.linkedin.com/company/universiti-tunku-abdul-rahman

UTAR received its first ranking of #111-120 by the *Times Higher Education (THE) Asia University Rankings 2017* on 16 March 2017. Then, on 5 April 2017, the *Times Higher Education* ranked UTAR #101-150 in the *Times Higher Education Young University Rankings 2017*. UTAR was also ranked =14 in the *Times Higher Education Young University Rankings 2017: Millennial universities*.

Despite taking part for the first time, UTAR's placing in the rankings reflected the immense efforts and strategies put in place by the University since its inception in 2002.

On the *THE* rankings obtained by the University, UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik commented that, "It is a recognition of Malaysia's higher education especially for private higher education. Our Malaysian government liberalised the higher education sector thus, giving us this opportunity to do our best. Therefore, we are thankful to the government and the Ministry of Higher Education. It is also a recognition to all UTAR believers, supporters and benefactors who contributed to the UTAR Education Foundation. Being a private non-profit university, we strive to keep our tuition fees affordable while providing our students

Ranked #111-120 in the THE Asia University Rankings 2017



with quality education, soft skills training and technical competencies."

"The *Times Higher Education Asia University Rankings 2017* are based on 13 separate performance indicators in the areas of teaching, research, paper citation, knowledge transfer and international outlook. It is a pleasant surprise since we are only 15 years old, and we are thankful for the support

and shall continue to work hard and improve ourselves," said Prof Chuah.

THE Young University Rankings, are a ranking of world's top 200 universities under 50 years old. Institutions which demonstrate high standards of performance across teaching, research, international outlook and knowledge transfer are featured in the list.

MoU for Unity Internship Programme



Seventh from left: Aldrina, Datuk Heng, Tan Sri Ting, Tan Sri Joseph Kurup, Tun Ling, Tuan Baharin, and the representatives from the five private universities and seven GLCs

UTAR together with other four private universities and seven government-linked companies (GLCs) signed a memorandum of understanding (MoU) on Unity Internship Programme (*Program Latihan Industri Perpaduan, PLIP*) at its Sungai Long Campus on 11 April 2017.

The private universities signing the MoU were UTAR, Asia Pacific University, HELP University, SEGI University and Taylor's University. The GLC signees were Amanah Raya Berhad, Bank Simpanan Nasional, Indah Water Konsortium Sdn Bhd, Perbadanan Nasional Berhad, Pharmaniaga, Plus Malaysia Berhad, and Proton Holdings.

The MoU signing ceremony was witnessed by Minister in the Prime Minister's Department Tan Sri Datuk Seri Panglima Joseph Kurup. Also present at the signing were UTAR Chancellor Tun Dr Ling Liong Sik and spouse Toh Puan Ena Ling, UTAR Council Chairman Tan Sri Dato' Seri Dr Ting Chew Peh, UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik, Prime Minister's

Department of National Unity and Integration (*Jabatan Perpaduan Negara dan Integrasi Nasional, JPNIN*) Affairs Adviser Datuk Heng Seai Kie, JPNIN Director General Tuan Baharin bin Idris, JPNIN Deputy Director General for Planning Aldrina @ Mimi O.P Andu, as well as representatives from the GLCs and universities.

Following its success at phase one, PLIP (Phase 2) enables non-bumiputera students to receive internship training in the industry. This programme also allows them to experience working with all the races.

Prof Chuah said, "It is with great delight that we officially sign the MoU to establish a strong foundation for a sustainable partnership. I am sure it will bring more fruitful activities that will strengthen the relationship between UTAR, JPNIN and the GLCs in Malaysia."

Tan Sri Joseph Kurup said, "The main objective of this programme is to bring people of all races together. We hope to enhance unity in our country by reducing misunderstanding and prejudice between bumiputras and non-bumiputras."

UTAR awarded self-accreditation status

UTAR added another feather to its cap when it was awarded the self-accreditation status by the Malaysian Qualifications Agency (MQA) of the Ministry of Higher Education (MOHE) on 20 March 2017.

According to MQA, the self-accreditation status authorises a higher education provider to do its own self-assessment and accredit its programmes in accordance to the criteria set by the MQA, excluding some programmes that require a professional body's recognition.

UTAR is one of the eight higher learning institutions which received the self-accreditation status on 20 March 2017. The other seven universities which received the self-accreditation status were Universiti Teknologi MARA, Universiti Teknologi Petronas, International Medical University, Universiti Utara Malaysia, Universiti Islam Antarabangsa Malaysia, Universiti Tenaga Nasional and Multimedia University.

The MQA conducted a thorough and rigorous institutional audit prior to the conferment of the status. This self-accreditation status is awarded to higher education providers which have demonstrated a strong and stable internal quality assurance system. According to Minister of Higher Education, Dato' Seri Idris bin Jusoh, the self-accreditation status is awarded to top performing universities in the country, and they have more autonomy in running their own academic programmes.

The self-accreditation system for Malaysian public and private universities was first introduced by MOHE in 2010. It was designed to encourage growth in Malaysia's higher education landscape. The first



Dato' Seri Idris (fourth from left) presenting the self-accreditation status certificate to UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik

batch of recipients of the self-accreditation status included Universiti Putra Malaysia, Universiti Malaya, Universiti Kebangsaan Malaysia, Universiti Sains Malaysia, Monash University Malaysia, University of Nottingham Malaysia Campus, Curtin University Sarawak and Swinburne University of Technology Sarawak.

MoU with Tianjin University



Prof Chuah (sixth from left) and Prof Chen (fifth from right) exchanging the MoU

UTAR and Tianjin University (TJU) officially exchanged a memorandum of understanding (MoU) at Sungai Long Campus on 7 March 2017, marking another milestone in UTAR's pursuit of global intervarsity partnerships.

The guests from Tianjin University were its School of International Education Dean Prof Chen Zhihua, School of Civil Engineering's Prof Lam Wei Haur, International Admissions Office's Zhai Hong Yuan, and School of Science's Cheng Shan Shan.

Representing UTAR at the MoU exchange ceremony were President Ir Prof Academician Dato' Dr Chuah Hean Teik, Vice Presidents Prof Ir Dr Ewe Hong Tat and Prof Ir Dr Lee Sze Wei, and Institute of Chinese Studies Dean Assoc Prof Dr Chong Siou Wei.

Prof Chuah said, "UTAR was set up in 2002 and has campuses in Sungai Long and Kampar. Though a young university, we strive to actively involve ourselves in international exchanges and collaborations to boost the university's growth.

UTAR is currently associated with 143 higher learning institutions worldwide and 35 of them are from China. Through this MoU exchange with TJU, I look forward to a greater international academic partnership which will benefit more students."

Citing TJU's history, Prof Chen enthused, "TJU was founded in 1895 and is the oldest institution of higher education in the modern history of China. Our university is also the pioneer in a number of fields such as chemical engineering. Similar

to UTAR, we also emphasise on internationalisation and consistently expand our partnerships with universities across the globe. I am glad that we are able to visit UTAR and exchange this MoU that will bring about more active academic interactions."

Both UTAR and TJU will seek for collaborations in scholarships, student and faculty exchange programmes, cultural and artistic exchange activities, and joint research.

Strengthening ties with UST

UTAR and the University System of Taiwan (UST) reached new heights in their partnership when a memorandum of understanding (MoU) was signed for a mutual credit recognition programme on 18 March 2017 at Kampar Campus.

Signing on behalf of UTAR was President Ir Prof Academician Dato' Dr Chuah Hean Teik, while signing on behalf of UST was Chancellor Prof Dr Ovid J.L. Tzeng. Also present to witness the signing ceremony were UST Vice Chancellors Prof Chen Cheng-Chen and Dr Chyi Jen-Inn, UTAR Vice Presidents Prof Ir Dr Ewe Hong Tat and Prof Ir Dr Lee Sze Wei, and Institute of Postgraduate Studies Research Director Prof Dr Faiz bin Abd Rahman.

In October 2016, both parties discussed the potential of having a dual master's programme in Semiconductor Technology. Through the signing of this MoU, the discussed became reality, along with further offers of dual degree programmes, joint supervision, joint research as well as more UST-UTAR workshops in the near future.

Both parties have actively engaged in collaborative activities since the first MoU signed on 15 October 2013, which opened up great opportunities to initiate joint projects involving international collaborative research and the sharing of expertise; to facilitate academic development, including mutual visits by faculty members; to encourage



From left: Prof Chen, Prof Tzeng, Prof Chuah and Dr Chyi after the MoU signing

academic innovation by cooperating in developing new teaching and learning technologies; and to organise or participate in joint academic activities such as conferences, publications and seminars.

To date, three UTAR-UST symposiums, namely "Stem Cell Research", "Disaster Risk Reduction and Management on Climate Changes" and "Industrial Wastewater

Treatment in Malaysia", were successfully held in 2015 and 2016.

UTAR and UST are also actively looking into collaborations in a wide spectrum of research fields, where faculties have been sending their proposals for possible joint research activities.

Official launch of TalentHub Program

UTAR hosted the TalentHub Program for the first time and it was officially launched at the Kampar Campus on 13 April 2017.

Initiated by the Deputy Minister of Finance II Senator Dato' Lee Chee Leong, the TalentHub Program aims to be a strategic platform for students to engage with industry players, gain corporate and industry experience also get empowered via the immense career opportunities available. It is open to the public and students from all education institutions.

Invited to launch the TalentHub Program was Dato' Lee. Also present at the launching ceremony were UTAR Vice President Prof Dr Choong Chee Keong representing UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik, UTAR Faculty of Business and Finance Deputy Dean Dr Lau Lin Sea, Faculty of Engineering and Green Technology Deputy Dean Dr Lo Po Kim, Institute of Chinese Studies Deputy Dean Dr Ling Liang Ngo, Dato' Lee's Special Assistant Daniel Wa Wai How, and representatives from companies and organisations.

Prof Choong said, "On behalf of the UTAR President, I would like to extend my deepest appreciation to Dato' Lee for having UTAR as the Education Partner for this program. This TalentHub Program is a strategic platform for fresh graduates and students to look for employers and vice versa."

Dato' Lee said, "Through this program, the students will stand a chance to serve in top-notch corporations, acquire first-hand knowledge in specific fields, and attend training offered by industry experts as well as receive Certificate of Achievement awarded by Deputy Minister of Finance."

The programme also witnessed an impromptu interview session



Prof Choong (left) and Dato' Lee launching the TalentHub Program

called, "Hired or Fired". The slot was aimed to interview potential candidates spontaneously and hire them to work.

The programme ended with a series of industrial talk conducted by the participated companies.

The two-day WOW Kampar festival officially started on 24 March 2017 at the Sports@Grand Kampar Complex.

The inaugural festival, co-organised with the Kampar District Council (MDKpr), was a worthwhile experience for 203 UTAR Public Relations (PR) students following a record-breaking turnout of over 50,000 visitors.

"It was quite challenging but thankfully we had great support throughout our four-month planning process," said WOW Kampar Organising Chairperson Chan Shu Ting.

The festival, held in conjunction with "Visit Perak Year 2017", kick-started with a launching ceremony, which saw the presence of Tourism Committee Chairman Dato' Nolee Ashilin Mohd Radzi, Orang Besar Jajahan Kampar Toh Sedewa Raja Dato' Hj. Abdul Talib bin Abd Fahmi, MDKpr President Khairul Amir bin Mohamad Zubir, UTAR Council Member Hew Fen Yee, UTAR Vice President Prof Dr Choong Chee Keong, and Faculty of Arts and Social Science Dean Dr Alia Azalea.

"We want it to become an annual event to keep the legacy of Kampar and promote its uniqueness," said Dato' Nolee.

Prof Choong, who represented UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik said, "I am very proud of the organising committee's efforts. The university has emphasised on educating students to have a serviceable heart.

Visitors WOW-ed by festival



The WOW Kampar organising committee

Therefore, the WOW Kampar festival is a great way for students to contribute to the society."

The highlights of the event were the tin mining history exhibition, sports competition, food bazaar, and blood and hair donation campaigns.

The closing ceremony was attended by Deputy Finance Minister Dato' Lee Chee

Leong, Toh Sedewa Raja Dato' Hj. Abdul, Khairul Amir, Grand Kampar Hotel General Manager Shirilay Cheong and Dr Alia.

Dato' Lee said, "I believe WOW Kampar is a benchmark event for Kampar. This event will contribute to Kampar's economy and bring up the reputation of this destination."

UTAR and the ASEAN Academy of Engineering and Technology (AAET) organised the Technical Interchange Meeting for ASEAN Region Basic Research (TIM ASEAN 2017) at UTAR Sungai Long Campus on 23 and 24 March 2017.

TIM ASEAN 2017 aimed to provide a forum for universities and research institutes in the ASEAN region to present their recent research activities and capabilities, and to foster research collaboration on topics of mutual interest. It was fully supported by three American tri-service units, namely the Asian Office of Aerospace Research and Development (AOARD) Tokyo Office, Office of Naval Research Global (ONRG) Tokyo Office and International Technology Center - Pacific (ITC-PAC) Tokyo Office.

UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik said, "TIM ASEAN 2017 is a very meaningful and important meeting as it provides a platform for the researchers to expand their network. I hope many new collaborations and friendships can be forged through this meeting."

UTAR hosts TIM ASEAN 2017



Prof Chuah (first row, fifth from right) with TIM ASEAN 2017 delegates

AOARD Programme Manager Dr Seng Hong remarked, "The research culture in ASEAN countries has big room for improvement, therefore I wish to combine our efforts to provide an opportunity for researchers in the ASEAN region to foster greater research collaboration."

Lt Col Kris Ahlers from AOARD said, "We aim to integrate and support Air

Force Research Laboratory fundamental research with discoveries of emerging foreign science. I hope to invite more talented researchers to join us in future."

"ONRG provides worldwide science and technology-based solutions for current and future naval challenges. We hope to discover the best science around the world, maintain

global technical awareness and develop science and technology partnerships and collaborations," said ONRG Global Technology Awareness Associate Director Dr Ming-Jen Pan.

ITC-PAC Material Science Director Dr Christopher Drew said, "ITC-PAC participated in this meeting to promote cooperation with international researchers."

TCUST fosters closer collaboration

A group of delegates from the Tzu Chi University of Science and Technology (TCUST), our MoU partner since 1 May 2012, paid a visit to the Sungai Long Campus on 20 January 2017.

The TCUST delegation comprised of College of Health Technology Management Dean Assoc Prof Dr Yu Kun-Tzu, Department of Health Administration Chairman Assoc Prof Dr Lan Yu-Lil, Department of Information Technology and Management Chairman Dr Tu Shin-Chih, Tzu Chi Education Foundation Specialist Albert Wang, representatives from Tzu Chi Foundation Malaysia and students representatives.

They were warmly welcomed by UTAR Vice President Prof Ir Dr Lee Sze Wei, Division of Community and International Networking Director Prof Dr Cheng Ming Yu, Faculty of Accountancy and Management Dean Dr Sia Bee Chuan, Lee Kong Chian Faculty of Engineering and Science Deputy Dean Assoc Prof Dr Lai Soon Onn, Faculty of Creative Industries Deputy Dean Aloysius Yapp, and Faculty of Business and Finance Deputy Dean Peter Tan Sin Howe.

The meeting commenced with a discussion on potential collaborative areas such as overseas industrial training for



TCUST delegates and UTAR staff

students, staff and student exchanges, educational tour, short-term academic activities and postgraduate programmes.

Prof Lee said, "I believe Malaysia is the best place for Taiwanese students to learn English and receive vocational training, which is crucial for Taiwan. I also believe our Student Exchange Programme and Overseas Internship Programme would be ideal collaborations with TCUST."

Yu said, "TCUST has fostered a very close relationship with UTAR over the years. To further enhance our collaboration, I wish to invite UTAR lecturers to TCUST to gain short-term teaching experience. Through our close collaboration, we hope to prepare our students to meet the entry requirements needed in order to study master's or PhD programmes in Malaysia."

Engineering and Science Fiesta 2017

The Engineering and Science Fiesta (ESF) 2017 was held at Sungai Long Campus from 20 to 23 February 2017. Themed 'A Glimpse into the Future', the event aimed to cultivate interest of Science, Technology, Engineering and Mathematics (STEM).

"In the face of declining interest in STEM, I am glad to know that our students are taking a proactive role in promoting STEM. Our nation requires good engineers, scientists, technologists and mathematicians to evolve," said UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik.

"By displaying some innovative and creative projects, I hope to inspire more students to take up STEM programmes," said ESF 2017 Chairperson Lai Jia Shern.

KakiDIY Founder Johnson Lam said the fiesta shared similar aspirations with KakiDIY, cultivating interest and training people in the aforementioned areas to create innovative and creative inventions.

This four-day fiesta also featured a career fair where 80 renowned companies were present.

Malayan Flour Mills Berhad Director Azhari Arshad said, "It is because of technological advancements that has made it possible for us to produce high quality flour and poultry."

Fiesta Advisor, Lee Kong Chian Faculty of Engineering and Science (LKC FES) Deputy Dean Dr Lai Soon Onn



From left: LKC FES Dean Prof Ir Dr Goi Bok Min, Azhari, Prof Chuah, Lam, Dr Lai and Lai

hoped that students would cultivate good analytical skills, creativity, professionalism, communication skills, business and management knowledge, and leadership traits, through the participation.

The drone demonstrations were the highlight of the event. "The drone enabled us to put our knowledge into practice. Designed for agricultural purposes, it is equipped with

technology that would monitor crops and harvests," said Production Team Leader Lim Kai Wen.

"I would like to thank Dr Lai, my friends, teammates and our supporters for making this event a success. We have learnt so much, from the planning stage all the way to implementation," said Chairperson Lai.

UTAR Centre for Sustainable Architecture organised an urban heritage workshop and joint studio named "Jom Makan Angin" from 19 to 24 February 2017 in collaboration with Tunghai University (THU), Taiwan.

"Jom Makan Angin" involved the contextual analysis of the architecture of Malacca and Kuala Lumpur through the eyes of an architect. It was conducted in groups, where each group studied the heritage and social issues and conducted a SWOT analysis.

The delegates from THU consisted of 30 students and four lecturers, who were Dr Huang Shao Yu, Dr Hsueh Meng-Chi, Dr Chen Lin-Wei and Kao Diing-Shyang, while UTAR was represented by 37 students and six lecturers, namely Department of Architecture and Sustainable Design Head Tan Kok Hong, Centre for Sustainable Architecture Chairperson Dr Lim Poh Im, and Architecture lecturers Ar Soong Meow Sin, Ar Ong Hun Boon, Abdul Muluk bin Abdul Rahman and Abdul Rahim bin Mohd Zin.

UTAR student facilitators Goh Ee Xuan and Phua

Urban heritage workshop with THU



UTAR and THU students in Malacca

E Zhen said, "This is the first time we have organised a joint workshop and studio with an overseas university. Although it was difficult, but we really enjoyed it. As a Malaysian, this is very meaningful to us as we are able to introduce the heritage and culture of Malaysia to THU students."

THU student Yu Yao Ze said, "This is a fresh approach for us as architecture students. We appreciate this opportunity because we know

Malaysia is a beautiful country with rich cultural heritage."

Another THU student, Cheng Ke Hsuan said, "I am grateful that UTAR students and lecturers are so friendly and helpful. I gained some useful insights into Malaysia's culture and historical landmarks."

Muluk said, "Through this event, both parties were able to exchange ideas and knowledge. I hope we can organise similar activities in future."

UTAR-Alibaba Entrepreneur Project

The university launched UTAR-Alibaba Entrepreneur Project as a tradition of giving back to the society. The objective of this project was to promote and expand new village businesses on e-commerce platforms.

The UTAR New Village Project has attracted a great number of volunteers to study the needs, challenges and opportunities of new villages in Malaysia. The UTAR-Alibaba Entrepreneur Project came about when the participants found a business opportunity for the locally produced products.

UTAR and Alibaba.com signed a memorandum of understanding (MoU) on 6 September 2016 to better equip UTAR students and staff as well as Malaysian small and medium-sized enterprises (SMEs) with e-commerce knowledge.

Faculty of Accountancy and Management (FAM) Deputy Dean Dr Hen Kai Wah, FAM Head Dr Cham Tat Huei, FAM Head Low Chin Kian, FAM Lecturer Tang Kin Leong, and Lee Kong Chian Faculty of Engineering and Science Head Dr Wong Whee Yen had volunteered to assist the project as consultants and advisors to the students.

Department of Soft Skills Competency (DSSC) Head Fook Oi Yee said, "Lot of SMEs are operating in the new villages but they lack e-commerce knowledge. Their products should be introduced outside. Therefore, DSSC collaborated with a few departments and faculties to help the SMEs to sell their products using e-commerce."

Dr Hen said, "One of the biggest challenges encountered was how to motivate all the stakeholders in the project, on the benefits of e-commerce. In my opinion, e-commerce business models are constantly evolving. Hence, students should be more creative and



Low (left) giving training to students

innovative to utilise it."

Dr Wong remarked, "It was difficult to approach the SMEs because they were comfortable with their existing business model. We tried to show them how powerful e-commerce is by promoting their products through it. Although they may not be able to sell their products online, but at least more people gets insight about their products."

UTAR's participation in the *Jelajah Forum & Ekspo Mampai (JFEM) 2017* from 18 to 19 February 2017 at the RTC Gopeng, Perak, further shed light on the importance of promoting sustainable development across the country.

UTAR collaborated with JFEM to increase the public's awareness on sustainable development, enrich entrepreneurs' ideas, inspire the public's innovation, spur cooperation among society, and to create a sustainable future.

The opening ceremony saw the presence of Perak State Executive Councillor for Education, Science, Environment and Green Technology Dato' Dr Haji Muhammad Amin bin Haji Zakaria, *Persatuan Cakna Ekonomi Anak Perak* Chairman Rossaini bin Ahmad Noor Razalan, and JFEM Secretarial Chairperson Ahmad Ruzizan Maphilindo bin Mohd Isa.

Fifty-eight students and 13 staff from UTAR took part in the expo. The booths that were set up included those from the Faculty of Engineering and Green Technology (FEGT), Faculty of Information and Communication Technology, Faculty of Medicine and Health Sciences, Faculty of Science (FSc), Centre for Extension Education, Division of Programme

Collaboration with JFEM

Promotion, and Department of Soft Skills Competency Kampar. More than 300 visitors drop by the booths.

The UTAR students also attended the forum, titled "*Impak Pemanasan Global – Bandar Rendah Karbon Sebagai Solusi*", where FEGT Deputy Dean Dr Ng Choon Aun was invited as one of the panellists.

Another forum, titled "*Transformasi Minda Usahawan Menggariskan Tiga Unsur: Keuntungan, Manusia dan Bumi*", was conducted later in the afternoon.

Another group of UTAR students volunteered for other activities, in which they helped to clean the surrounding area of RTC Gopeng.

Perak Executive Council Dato' Hajah Rusnah binti Kassim, JFEM Director Ramlan bin Harun and Ahmad Ruziza expressed their good wishes during the closing ceremony. Also present at the closing ceremony were UTAR Vice President Prof Dr Choong Chee Keong and FSc Dean Dr Lim Tuck Meng.



Prof Choong receiving a token of appreciation from Dato' Hajah

UTAR and MIDAS Information Technology Co Ltd (MIDAS IT) signed a memorandum of understanding (MoU) at UTAR Sungai Long Campus on 17 April 2017.

Signing on behalf of the parties were UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik and MIDAS IT Regional Manager Kang Jung Won. Witnessing the signing were Vice President Prof Ir Dr Ewe Hong Tat and MIDAS IT Asia Pacific Regional Manager Kiwon Kim. The other UTAR representatives present at the MoU signing were Lee Kong Chian Faculty of Engineering and Science (LKC FES) Dean Prof Ir Dr Goi Bok Min with his Deputy Dean Dr Lai Soon Onn, Adjunct Specialist Ir Hee Ming Chor, Department of Laboratory Management and Safety Administration Head Dr Lim Jee Hock, Department of Civil Engineering Head Ir Dr Lim Siong Kang, LKC FES lecturers Yip Chun Chieh, Dr Lau See Hung, Dr Lee Yee Ling and Dr Ling Lloyd.

UTAR is the first university to collaborate with MIDAS IT in building a better future for the stakeholders. Both parties hope to establish a collaborative partnership for mutual benefits including training, internship, research and further development of students as well as staff.

Prof Chuah said, "Today's MoU will open doors to opportunities for students and staff to participate in developing new methods and ideas for teaching and learning in engineering software applications, technology and analysis. This also serves as a good opportunity to

MoU with MIDAS IT



From left: Prof Ewe, Prof Chuah, Kang and Kim

work with the industry with the objective to contribute to the society and in developing our country."

"I really look forward to continue the support of this initiative so that young engineers can be better off and have early experience before they start their career. This would encourage the younger generation to be more proficient and professional in their areas by using the software," said Kang.

The Institute of Management and Leadership Development (IMLD) hosted the Guangxi Administration Institute's (GAI) study visit from 21 to 25 February 2017, to align with One Belt One Road (OBOR) initiative. The visit aimed to exchange ideas on the strategic roles of Malaysia and China. The delegates from GAI were Prof Zhao Yuhua, Prof Liu Wenjuan, Assoc Prof Tan Yingjun and Assoc Prof Liu Bei.

They first visited the History and Ethnography Museum, then they moved to the Melaka Gateway to learn about its progress.

Next, they visited UTAR Sungai Long Campus and were warmly welcomed by IMLD Director Prof Dr Cheng Ming Yu, Faculty of Accountancy and Management's Head of MBA/MBA (Corporate Governance) programmes Dr Pok Wei Fong and Lecturer Assoc Prof Dr Law Kian Aun, Faculty of Creative Industries Deputy Dean Aloysius Yapp, Tun Tan Cheng Lock Centre for Social and Policy Studies Chairperson Assoc Prof Dr Chin Yee Mun and Centre for International Studies Senior General Manager Dr Stephen Leong Mun Yoon.

Prof Cheng gave his welcoming address and presented UTAR's corporate video. Yapp spoke about his project the "Iban Longhouse VR Walkthrough - Culture and Heritage Preservation by New Media", which proposed ideas for utilising new media.

Dr Chin introduced TCLC's background and its research areas, while Dr Leong spoke on ASEAN relations, and Dr Pok spoke on her research in the areas of small and medium-sized enterprises and the

In view of promoting driving safety to UTARians, Volkswagen Passenger Cars Malaysia Sdn Bhd conducted a defensive driving training through its Volkswagen Polo P Project at UTAR Sungai Long Campus from 25 to 26 March 2017.

UTAR was the first university to join the project. The two-day training was divided into four sessions which saw a total of 140 staff and students participate. Each session consisted of a classroom theory session which entailed briefings on driving positions, driving habits, being distracted while driving, and braking avoidance.

The highlight of the training was the subsequent practical driving exercises which allowed the participants to experience emergency braking and a slalom course under the professionals' supervision. Also provided were hands-on training on basic car maintenance such as changing a flat tyre and checking the engine oil.

One of the instructors, Adian Yein cited some statistics and said, "Global traffic deaths are increasing. Since 2007, 88 countries have reduced the number of road

Defensive driving training



Yein highlighting the importance of wearing a seat belt

deaths, but 87 countries have shown an increase. More alarmingly, it is predicted that global fatality figures will increase from 1.4 million deaths to 1.9 million deaths by 2020."

He emphasised the importance of educating young drivers to be more responsible on the road. "Traffic injuries are one of the leading causes of death for people aged 15 to 29. Wearing a seat belt reduces

the risk of fatality by up to 50 percent for front-seat passengers and up to 75 percent for rear-seat passengers. So, make sure that you always wear your seat belt when you are in the car, whether you are the driver, the front-seat passenger or a rear-seat passenger."

Certificates were given to the participants who joined the project.

Study visit by GAI



The delegates at KAJ Development's Melaka Gateway showroom

timber industry. The visit at UTAR ended following a meeting with UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik.

The delegates then made their way to the Kuala Lumpur (KL) City Gallery to study the history and development of KL. They saw the spectacular KL City Model. Finally, the delegates visited Malaysia-China Kuantan Industrial Park to have a brief discussion.



Graduands marching their way to Dewan Tun Dr Ling Liong Sik

“As you prepare to immerse in your career, do take note of the impending changes in the world that will ultimately affect us all in Malaysia. It is evident that we are entering or perhaps have already stepped foot into the era of the Fourth Industrial Revolution. This revolution is the digital revolution that will enable more technological breakthroughs in the years to come,” said UTAR President Ir Prof Academician Dato’ Dr Chuah Hean Teik at the recently held UTAR 24th Convocation at the Dewan Tun Dr Ling Liong Sik in UTAR Kampar Campus from 18 to 19 March 2017.



He added, “According to The World Economic Forum, education is the key driver in this revolution. It is the starting point for every student to acquire the knowledge and skills needed for the modern workplace. And it imparts students with multiple transferable skills so that they can obtain sustainable, long-term careers.”

Prof Chuah advised the graduands, “‘Change’ is what you must ponder on in order for you to progress in your career. You constantly need to assess your performance and adapt to changes in management, technology, processes, systems, company culture and goals. You must evolve to become a career professional and from there perhaps to an entrepreneur or senior manager, and at every stage you will use different skillsets.”

A total of 2,628 graduands from 86 programmes comprising 65 Bachelor (Hons) degree, 16 Master’s degree and five PhD programmes received their convocation scrolls in four sessions held over the two-day period. The Convocation also celebrated the academic accomplishments of the pioneer batches of graduates from the following programmes: Master of Psychology (Industrial and Organisational Psychology) from Faculty of Arts and Social Science (FAS), Bachelor of Education



Prof Chuah delivering his convocation speech

UTAR Registrar Yim Lin Heng leading the Chancellor's procession



Council Chairman Tan Sri Ting (left) presenting the certificate of appointment to Tun Ling



Tun Ling declaring the opening of the Convocation



Guests of Honour, from left: Dato’ Seri Ong, Tan Sri Tan, Dato’ Anwar and Rosemary Tan

(Hons) Primary English Education from FAS, and Bachelor of Engineering (Hons) Electronics (Computer Networking) from Lee Kong Chian Faculty of Engineering and Science.

Of the 2,628 graduands, nine received their PhDs, 66 received their Master’s degree and 41 received their Honours Degree with Distinction, while the rest received their Bachelor Honours with Merit and Bachelor Honours degree. The Convocation also saw UTAR former Council Chairman Tun Dr Ling Liong Sik being installed as UTAR’s first Chancellor, and UTAR’s Council-cum-Education Foundation Board of Trustees Member Tan Sri Dato’ Seri Dr Ting Chew Peh being appointed as UTAR’s new Council Chairman.

The Convocation was declared open by UTAR Chancellor Tun Ling. UTAR Council Chairman Tan Sri Ting, Prof Chuah, and other UTAR Council and Education Foundation Board of Trustees members were also present at the ceremony.

The Guests of Honour for the four sessions of the Convocation were Minister of Transport and President of Malaysian Chinese Association (MCA) Dato’ Sri Liow Tiong Lai represented by UTAR Council Member-cum-Minister of International Trade and Industry II Dato’ Seri Ong Ka Chuan for Session One, Chairman of Tungling Group Tan Sri Tan Koon Swan for Session Two, Director of Right Livelihood College (RLC) Dato’ (Dr) Anwar Fazal for Session Three, and Founder and Creative Director of Palam Mesra Sdn Bhd Rosemary Tan Mei Ling for Session Four. The scroll presenters for Session One to Session Four were UTAR Council Member Dato’ Seri Ong, UTAR Council Chairman Tan Sri Ting and UTAR Council Member Dato’ Dr Lim Khaik Leang, UTAR Education Foundation Board of Trustees Member Tan Sri Dato’ Seri Lee Oi Hian, and UTAR Council Member Hew Fen Yee respectively.

Tun Ling, in his introduction of UTAR, elaborated on how the public community contributed towards the setting up of UTAR and the journey taken to raise funds for UTAR. He also introduced the guest of honour for each convocation session and congratulated the graduates on their outstanding accomplishments.

He advised the graduates to embark on a new journey in the world of work. He added, “Change and changes are inevitable. Changes in our daily routines and in the physical, social, cultural and economic environments force us to make critical and logical

decisions to accommodate these changes.” Before Tun Ling ended his speech, he quoted the Irish playwright George Bernard Shaw who said, “The reasonable man adapts himself to the world while the unreasonable one persists in trying to adapt the world to himself.”

In representing the Minister of Transport-cum-MCA President Dato’ Sri Liow Tiong Lai, Dato’ Seri Ong enthused, “Brace yourself for the future, a future where technology, skills and knowledge are constantly evolving. With the need for a more knowledge-based economy, the demand for education has risen to another level. Education is the cornerstone of our country’s economic development and social progress. Nowadays, the focus of education is on workers who can adapt to the speed at which new skills must be acquired to face challenges of the market.”

He added, “Malaysia’s future success depends on the quality of its human capital. Integrity and ethical values are aspects that everyone should uphold and cultivate. This is in line with the Government’s aspiration towards making Malaysia a developed nation which is advanced in social, cultural, intellectual and spiritual aspects.”



Tun Ling (left) conferring the Honorary Doctorate Degree (Doctor of Science) to Dato’ Dr Lim

Tan Sri Tan inspired the graduands saying, "One of the key ingredients for realising your utmost potential in life is to acquire the habit of monitoring your attitude and its impact on your work performance, relationships and everyone around. It governs the way you perceive the world and the way the world perceives you. It is a power we all have within us as we encounter hard times, hurt feelings, heartache and physical and emotional pain. The key is to realise how you choose to respond to those circumstances."

Dato' Anwar Fazal said, "The planet is described as being in multiple crises – there are five and they all begin with "E", namely 'A crisis in Economy', 'A crisis in Ecology', 'A crisis in Equity', 'A crisis in Excellence', and 'A crisis in Empathy'. The Chinese word for 'Crisis', is made up of two characters: 'Danger' and 'Opportunity'. Your journey will be fraught with danger as well as opportunities. What are the opportunities? I suggest three of them. The first is to be a champion of the Culture of Peace: Peace with Yourself, Peace with the Environment/ Mother Earth and Peace with Others. We need to build a caring society and we need to nurture a shared humanity. The second is to always be a Visionary to build a better world and the third is the Culture of Integrity. We must remember that values are more important than so-called valuables."

In her speech, Rosemary Tan elucidated,

"My secret of success is to take a LEAP. The first letter 'L' stands for learning and you youngsters, just keep learning. Be curious, ask questions and continue to learn for the sake of learning. Whether you are an entrepreneur or a doctor or a software developer, it is only by increasing your understanding of the world around you that you will be able to have a significant impact.' 'E' stands for engaging the world. I learnt that empowerment is to teach people to fish instead giving them a fish. It is so much more distinguishing and respected and has greater capacity to impact people's lives. 'A' is for aspire. Aim high, dream, have a vision to strive towards and don't collapse. Success is what I strive for. 'P' stands for proactive. Take risks, try to be an initiator and have fun doing them."

The Convocation also witnessed the conferment of the Honorary Doctorate Degree (Doctor of Science) to UTAR Council Member Dato' Dr Lim Khaik Leang for his exceptional contributions and leadership in the field of science.

K. Vidhiyavaani, a graduate of Bachelor of Education (Hons) Primary English Education, said, "It has been a life-changing experience pursuing the five year programme in Primary English Education. I came to love teaching and grew to adore children after signing up for this course. Children are interesting as they are innocent and they have made me realise that teaching

is, in fact, a noble profession." She is now teaching at a Chinese school in Sitiawan while awaiting her posting from the Ministry of Education.

Another high achiever was Dr Lai Choy @ Lai Yoke Choy, a graduate of Doctor of Philosophy (Chinese Studies) from the Institute of Chinese Studies. He said, "Despite being 76 years old, I believe in lifelong learning and my education in UTAR has helped me to be more open minded. I'm able to understand the younger generations better. I have become more knowledgeable and the journey has really made me into an erudite person. I hope I can be an example to others that education is not limited by age and I would like to encourage the juniors and other youngsters to pursue lifelong learning and work hard as well as smart to achieve their goals."

Graduating with an honours degree, Bachelor of Communication (Hons) Public Relations graduate Heong Kian Kee said, "UTAR's education has nurtured me with design thinking and problem solving skills. The programme has taught me critical thinking and analytical skills, which are important factors that have allowed me to propel further. The knowledge received is indeed helpful and practical." Heong was one of the 24 handpicked participants who represented UTAR and Malaysia for the Southeast Asian Global Undergraduate Leadership Programme (SEAGULL) in 2015. Talking about that experience, Heong said, "The SEAGULL was a constructive platform for me to gain a unique out-of-classroom learning experience that has broadened my horizons, and provided me the confidence, independence, skills, and global competitiveness to be a future leader. Therefore, I would like to thank UTAR for who I am today and the skills that I will cherish for a lifetime."

With the addition of 2,628 graduates from this 24th Convocation, the number of the university's alumni now stands at 48,055 since its inaugural convocation in 2005.



Graduates in jubilant mood



Myanmar national and Information Systems Engineering graduate Myat Noe Win with her family members



Financial Economics graduate Cheng Jia Yein with her family members and grandparents



Graphic Design and Multimedia graduate Michelle Theresa Pinto with her family members



Dato' Seri Ong presenting the scroll to Doctor of Philosophy (Chinese Studies) graduate Dr Lai



Tan Sri Ting presenting the scroll to Accounting graduate Chee Chu-Yin



Dato' Lim presenting the scroll to Chemical Engineering graduate Chia Min Yan



Tan Sri Lee presenting the scroll to Entrepreneurship graduate Yong Say Fong



Hew presenting the scroll to Finance graduate Grace Anne Mak Zhi Hui



Musical interlude performers (clockwise from top left): Rebecca Pang Sing Yun, Veronica Pang Syn Ni, Yang Shun Kai, Tan le Huang, Lim Vi Xuen, Tay Jor Jun, Tan Boon Han, Grace Anne Mak Zhi Hui, Lam Phui Yee, Richard Desmond Yei and Evelyn Foo Ching Lin

Supernewsroom Young PR Professional Award



Tham posing with her award

March was a celebratory month for MUTAR Bachelor of Communication (Hons) Public Relations (PR) graduate Tham Lexuan when she was awarded the inaugural "Supernewsroom Young PR Professional Award 2016" on 17 March 2017 at intelektasia Consultancy.

The award was presented by Chief Executive Officer of intelektasia Consultancy and Founder of Supernewsroom Manminder Kaur Dhillon, who is also the Industry Advisor for UTAR's Department of Public Relations. Also present at the award ceremony were intelektasia Chief Strategy Officer Puspavathy Ramaloo, Faculty of Arts and Social Science Dean Dr Alia Azalea and PR Department Head Pong Kok Shiong.

Tham mentioned that it was her love for the PR programme that has made her excel in both her studies and work. "I always pay attention in my classes and put in 100 percent effort in assignments and presentations. I feel truly honoured to receive this award," Tham said.

Apart from expressing her gratitude to UTAR, she also advised her juniors saying, "Never regret your past decisions, but focus on the present. Always respect others and be trustworthy. Also, be humble and bold enough to step out of your comfort zone."

She also added that the award is an acknowledgement and a testimony of her being an effective and passionate PR practitioner that will enable her to further

contribute to the organisation she is affiliated with and the causes she believes in.

Dr Alia said "I like this award for the fact that it is meant for a specific field, hence students are being acknowledged for their expertise in the PR field."

"We wanted to acknowledge a student

that embodies the same principles of what Supernewsroom is all about. We look forward to seeing the young and upcoming PR professionals and to recognise their talents," explained Manminder.

Two research teams from UTAR Faculty of Engineering and Green Technology (FEGT) won a gold and silver medal respectively at the National Innovation and Invention Competition through Exhibition (iCompEx'17) held at the Politeknik Sultan Abdul Halim Mu'adzam Shah (POLIMAS), Jitra, Kedah from 21 to 23 March 2017.

The gold award-winning research project, titled "New Polymer/Graphene Oxide Membrane for Oily Waste Water Filtration", aims to filter oily waste water up to 97 percent rejection rate of oil at high water flux compared to other conventional membranes. The team comprised of advisor, the Head of the Department of Petrochemical Engineering Assoc Prof Dr M. Yamuna and two UTAR Petrochemical Engineering students S. Shimalaa and B. Sarvini.

Dr Yamuna said, "The students' participation in the competition have given them an opportunity to gain exposure in the research field and experience to various new innovations."

The other entry that bagged a silver medal was "Recovery of Gold from Electronic Waste through Electrostatic Technique" by the lecturer from the Department of Petrochemical Engineering Dr Lai Koon Chun and his student, Saw Wen Shen. The research was done on one of the fastest growing waste streams, namely the Waste Electrical and Electronic Equipment

Double joy for FEGT researchers



From left: Dr Yamuna, Sarvini and Dr Lai

(WEEE).

Dr Lai explained, "WEEE contains rarer and noble metals such as gold compared to metals in metal mines. This project is to recover these valuables by employing the electrostatic separation technique."

S. Sarvini said, "We would like to thank

Dr Yamuna who guided us throughout the competition. The competition enabled us to discuss issues related to intellectual property."

Another winner, Shimalaa shared, "The competition was a strategic platform to showcase our research and findings."

Emerald Most Cited Article

Faculty of Business and Finance (FBF) Senior Lecturer Garry Tan Wei Han and PhD candidate Tan Boon In added feathers in their caps when their research paper titled "King's Biscuits Berhad: Crafting the Next Move?" was recently awarded the "Most Cited Article" by Emerald Emerging Markets Case Studies (EEMCS) journal, Emerald (UK).

Also co-authored with Prof Ooi Keng Boon of UCSI University, the paper was based on a real-life case involving a leading biscuit manufacturer in Malaysia where it has grown over the years. It incorporated the concept of environment scanning in response to the economic challenges faced in the confectionery industry.

"The scenario, market structure and the competitors referred to in the case are all real. The case was made even more compelling as it brought in the scenario of the Asian financial crisis when the ringgit was depreciated in 1997/1998," said Boon In.

According to Wei Han, who also serves as a reviewer for EEMCS, the "Most Cited Article" is based on the number of citations published in the last three years sourced exclusively from Crossref, an official Digital Object Identifier (DOI) Registration Agency of the International DOI Foundation. "The case study is targeted at undergraduate and postgraduate management students undertaking courses such as marketing, branding and strategy. Instructors can download the case with teaching notes and lead students to discuss how to strategise for future planning," explained Wei Han.

EEMCS is a digital collection of peer-reviewed teaching case studies focusing on business decision making and management in global markets. The case studies can be used in classrooms to help students develop skills in decision making, collaboration and problem solving.



Boon In (left) and Wei Han all smiles displaying their commendation letter

Six UTAR students nabbed one gold, two silver and three bronze medals in five categories at the Nottingham Ultimate Taekwondo Showdown (NUTS) 2017 held in the University of Nottingham Malaysia Campus from 24 to 25 February 2017.

International Business student Choon Siang Yong took home gold for the Female Bantamweight, Junior Category; while Accounting student Tay Shan Jing and Chinese Medicine student Wong Zixin took home silver for the Male Featherweight, Senior Category and Female Flyweight, Senior Category respectively.

International Business student Choong Poh Yee, Quantity Surveying student Tan Pei Lin, and Physiotherapy student Liau Vivian took home bronze for the Female Bantamweight, Senior Category; Female Flyweight, Senior Category and Female Flyweight, Junior Category respectively.

"It was a good platform for our athletes as this competition has helped them gain quite a bit of experience and exposure to a high standard tournament," said Department of Student Affairs (Sungai Long Campus) Sports and Recreation Unit officer K. Ganavenoth.

Six wins in taekwondo



From left: Liau, Wong, Choon, Tay and Choong

Over 15 private universities and colleges took part in this competition. The Nottingham Ultimate Taekwondo Showdown (NUTS) 2017 was organised by the University of Nottingham Malaysia Campus.

The importance of Media Literacy



With the aim to educate the students and staff about media literacy in Malaysia, The Social Trends and Culture Cluster parked under the Tun Tan Cheng Lock Centre of Social and Policy Studies organised a scholastic lecture titled "The Era of Post-Truth: The Importance of Media Literacy in Malaysia" at Kampar Campus on 31 March 2017.

Delivered by Prof Dr Mohammed Zin bin Nordin from the Department of Malay Language and Literature and the Faculty of Languages and Communication of Universiti Pendidikan Sultan Idris (UPS), the two-hour talk served as a strategic platform for individuals to understand the concept of media literacy and its significance in our daily lives.

Prof Zin defined, "Media literacy is the ability to access, analyse, evaluate and create media in a variety of forms. However, the definitions evolve over time and a more robust definition is now needed to situate media literacy in the context of its importance. The

◀ Prof Zin explaining the definition of the era of post-truth and media literacy

use of media technologies does not necessarily mean that users are media literate and competent. In this digital era, media literacy is crucial for achieving critical and creative thinking, also active citizenry. The stakeholders need to come together to address the needs of children, provide support and grant platforms for them to use new media productively."

Faculty of Arts and Social Science's Department of Public Relations Lecturer-cum-Organising Chairperson Rafidah binti Abdul Razak said, "This lecture is a good platform for academics and students to learn and expand their knowledge about media literacy and its importance. The talk also paved ways for the academics and students to learn about the issues that are related to media literacy and the risks that might incur from the use of Internet with zero media literacy. I am glad to be part of the talk."

Asian modernisation in the 21st century

A talk titled "Cultural-Intellectual Reinvigoration: Big Challenges for Asian Modernisation" by Prof Michael S H Heng was organised by the Tun Tan Cheng Lock Centre for Social and Policy Studies (TCLC) at Sungai Long Campus on 17 March 2017.

"The current rise of Asia has inspired the idea that the 21st century will be the 'Asian Century'. More than a chance to become economic powerhouses, Asian countries should see this as an opportunity for cultural and intellectual rejuvenation," Prof Heng said.

Nevertheless, Prof Heng acknowledged that the project of an Asian cultural rejuvenation is an ambitious undertaking. He highlighted the challenges of Asians drawing on their own cultural resources and rejuvenating them, and urged them to discover much more of each other's history, intellectual achievements and cultural traditions.

He said, "The sensible attitude to learning is to be open-minded and rational. We must be curious and humble while at the same be meticulous, critical and independent minded. Just as Asians should not feel superior in being a source of Western modernisation, they should not feel inferior in borrowing from the West. Learning from the findings of others can only increase the range of possible solutions."

Citing the European Renaissance and the Age of Enlightenment as other examples, he stressed how its' contributions have significantly shaped the character of modern European civilisation. "Therefore, Asia can and should be similarly inspired to leave behind an enduring and valuable legacy for the world," he said.

In closing his talk, he expressed his confidence in the role that Malaysia can play because the four major currents of world civilisations — Chinese, Indian, Islamic and Western — co-exist



Prof Heng (left) receiving a souvenir from TCLC Chairperson Dr Chin Yee Mun

here in everyday life. If and when Asian cultural and intellectual reinvigoration does happen, it will lift Asian civilisation to new heights.

The Faculty of Accountancy and Management (FAM) organised a seminar called "Malaysian Economy (Property Markets and Start-Ups)" for visiting MBA students from Nanjing Agricultural University (NAU) and UTAR on 25 February 2017 at Sungai Long Campus.

The invited speakers were Raine and Horne International Zaki + Partners Sdn Bhd Associate Director James Tan Keen Meng, EU-Malaysia Chamber of Commerce and Industry (EUMCCI) CEO Roberto Benetello. Also present at the seminar were NAU MBA Education Center Deputy Dean Prof Dr Geng Xianhui, UTAR FAM Dean Dr Sia Bee Chuan, FAM Deputy Dean Assoc Prof Dr Kevin Low Lock Teng, and FAM lecturers Dr Pok Wei Fong, Dr Cham Tam Hui, and Assoc Prof Dr Law Kian Aun.

During her welcome remarks, Dr Sia said, "The world is evolving, ICT and social media are key factors nowadays. We need to understand how the world is and what the market demands are."

Prof Geng said, "We truly appreciate UTAR for organising this seminar.

NAU is committed to promote leading-edge academics, cultivate innovative and entrepreneurial talents. Today's seminar is a great platform for both universities to exchange teaching experience, expand social networks and explore collaborative opportunities."

Dr Pok said, "As of September 2016, the labour force of Malaysia numbers 14.76million, and the unemployment rate is low. Today's seminar will give fruitful lessons for the MBA students."

James Tan said, "I wish to share on how to apply the knowledge and theory in reality. We need

Seminar on property markets and start-ups

more practical knowledge in our education system. We need to train the students according to the practical applications needed in the market."

Roberto said, "In order to promote, support and develop EU business interests in Malaysia as well as facilitate trade, commerce and investments, EUMCCI carries out activities that will catalyse networking of European companies in Malaysia."



The speakers with NAU and UTAR lecturers and students

E-commerce Awareness Talk by 11street



Chuang (front row, fourth from right) with the participants after the talk

The Department of Soft Skills Competency (DSSC) of Sungai Long Campus organised the E-commerce Awareness Talk by 11street Malaysia's Manager of Seller Management Vi Vian Chuang.

"Mobile internet is the future of everything. The digital revolution has brought about changes to our everyday life as well as the commercial platforms. Statistics show that approximately 68 percent of Malaysians are online — a higher penetration rate than the Asian average. Meanwhile, smartphones lead the way as the most preferred technology device among Malaysians. Besides, some surveys also report that the

majority of Malaysians are happy with online shopping," said Chuang.

Referring to the survey results, Chuang advised the potential e-commerce sellers, "There is a need to understand the customers' experience and expectation first if you are interested to do business online. Besides, it is very crucial to master the operations of an online business, which is also known as the online business cycle, and learn how to make use of an e-commerce platform to help your business grow. Therefore, 11street set up an education centre to support sellers and guide them step-by-step at e-commerce

workshops, training classes and an in-house photography studio for prospective sellers."

There were some 120 participants at the talk including UTAR students and staff. The talk consisted of several sessions encompassing a brief on the e-commerce concept, photography tips and tricks, quizzes and more.

At the talk, Chuang also shared with the audience some of the stories of successful 11street sellers. DSSC will arrange for students who are interested to learn more about e-commerce and intend to pursue an online business to visit 11street.

第一届拉曼大学文学周

“尹·始”开幕典礼

由拉曼大学金宝校区研究学会（中研会）主办的第一届拉曼大学文学周“尹·始”于2017年3月25日至29日在金宝校区敦林良实礼堂举办，吸引了逾2,200位来自校内外文学爱好者一同前来共襄盛举。

文学周为期五天，旨在推广文学创作风气、提高校园文学氛围，以及提供文学爱好者交流的平台。“尹·始”作为本次文学周主题，从字形角度来看主要寓意着“一切始于笔下”的概念，也代表着一切始于笔下之活动，即创作。

“尹·始”活动主席容健辉致开幕词时表示感谢拉曼大学中华研究院作为本活动的指导单位，让中研会能够成功举办首届的文学周“尹·始”。另外，他也不忘感激活动顾问黄丽丽博士、学生事务处副经理姚艾萍和家人在筹备过程中所给予的建议和支持，以及全体筹委这一年来的努力与用心付出，“你们默默付出的一年劳苦，今天终于丰收的时刻了，所以希望大家在活动期间一起创造美丽的回忆。”

中华研究院院长张晓威副教授致词时表示，成功举办第一届的文学周是中文系自2002年创系以来的一项创举，“文学周主题‘尹·始’代表着一个开始，希望这项意义非凡的活动能够一届一届地传承下去。此外，希望借助此活动带动写作风气及金宝社区的人文活动，进而呼



嘉宾们为第一届拉曼大学文学周“尹·始”主持开幕仪式；左起：曾媚琪、黄丽丽、张晓威、林德明、黄文斌、杜忠全、姚艾萍、容健辉。

应大学取之于民，用之于民，面向社会，服务国家的宗旨。”

活动主宾理学院院长林德明副教授代表拉曼大学副校长钟志强教授致词时表示，“非常高兴看到中文系的学生积极地筹办文学活动。同时兼顾课业与办活动对学生而言不是一件容易的事情，但参与大学活动的策划与筹备将让学生们成长，同时为大学生涯留下难忘的回忆。”他补充，“理、工、商科可为社会带来一定程度的发展，但没有文学艺术，整个社会是不圆满的。”

其他出席嘉宾包括中华研究院院长黄文斌副教授、中文系系主任兼中研会顾问老师杜忠全、研究生课程主任陈明彪博士、活动顾问黄丽丽博士、学生事务处副经理姚艾萍、学生会代表曾媚琪等。

文学周活动包罗万象，其中包括全国大专文学奖、书展、跳蚤市场、电影分享会、讲座、展览、体验坊等。展览区更分为中华文化馆、中国文学馆、马华文学馆及学生作品四个部分，展出学生们精心制作的文学艺术作品。

知名马华作家黎紫书于2017年3月25日受邀前来做客第一届拉曼大学文学周“尹·始”的首场讲座，吸引了来自校内外的书迷与文学爱好者一同前来共襄盛举。她的讲题为“马华本土，文学他方”，主要审视马华文学在本土未来的发展以及期望。

黎紫书在会上分享了自己在正式成为全职作家前在报界的职业生涯及踏上作家之路的点滴。在“我要做作家，我喜欢写小说”的信念之下，她踏上了作家之路。同时在过程中她也意会到如果一直都只留在马来西亚，她只能是一位本土作家。所以，为了能够写出“不一样的东西”，她决定走出国门，扩大自己的世界接触面，让自己看见更多的东西。

“在那十年的旅居生活里，我到过中国、英国、德国，见到不一样的人、事、物，了解不同的人的处境与困境。对我而言，待在一个地方少过一个月，那只能算是观光，若要真正了解一个地方，至少要在那个地方逗留超过一个月的时间。”

对于马华文学，她表示自己在此之前并未真正关注马华文学的历史，一直到几年前到台湾东华大学当驻校作家时在马华文学备课上下了不少功夫去恶补马华文学的历史，在这机缘巧合下认真地阅读了许多马华文学的作品。

她表示留台的马华作家是过去马华文学重要的一环，“台湾的马华人参与了文坛、学界和出版业。”她也在会上介绍了代表着马华文学不同时期的作家，如温瑞安、李永平、高晓筠、潘雨桐、黄锦树、陈大为、钟怡雯、张贵兴、龚万辉、翁婉君、贺淑芳、方路、曾翎龙；学者张锦忠、高嘉辉；出版业者胡金伦等，并分享了和他们其中几位的相遇故事。

她也特别提到了自己和留台马华作家对马华文学看法的区别，因为彼此站在不同的角度去看待，“自己没有执着于写马华题材的作品，而是喜欢到不同的地方去，然后书写当地，就像漂流到那里、捡到什么就写什么，写自己体验过、生活过、想要的事情，就像取自于中国题材的作品《简写》。”

本土马华文坛文学奖设有花踪文学奖、海鸥文学奖、马华文学节等活动；副刊设有《文艺春秋》、《南洋文艺》等，让创作者投稿，有助于鼓励年轻人的加入。但时下面对的问题是文艺版缩版，来稿太多，所以大部分的稿都在一段时间后才会刊登。至于刊物方面有《蕉风》、《椰子屋》、《季风带》等；出版社有“有人”、“大将”出版社等，大家都以各种热闹的方式参与着马华文坛。

黎紫书畅谈马华文学



知名马华作家黎紫书做客第一届拉曼大学文学周“尹·始”的首场讲座。

她也以自己满意的作品《国北边垂》和《生活的全盘方式》来分享了自己的一些写作点滴。“写小说是让自己有机会去洞悉和理解别人，好的作品先感动自己，再感动读者。”

在问答环节中，他和与会者交流甚欢，一同探讨了与创作、阅读、写作效果等相关的课题。

“写作是自己生活的一部分，就像吃饭、呼吸那么自然。作家的使命是对抗着世界可怕的变化，让人们能够放下手机，拿起书本来阅读。”

拉曼大学第一届全国大专中文文学奖乃第一届拉曼大学文学周“尹·始”主要活动之一，颁奖典礼于2017年3月26日在敦林良实礼堂举行。

本次文学奖设有三个组别，即新诗组、散文组，以及小说组，自2016年12月2日开始征稿，截至2017年2月14日，共收到89份稿件。

筹委会副主席余钧桓表示由于是首次承办，所以在毫无概念的状态的筹备过程中遇到了瓶颈，惟所幸受到多方的帮助才能顺利举行。

文学周顾问老师黄丽丽在颁奖典礼上表示，好的文学作品能引起共鸣，文学奖的设立，其中一个原因便是希望好作品让更多人看见，为更多人所欣赏。共有9位本地作家与学者受邀担任此次文学奖评审，分别为王筠婷、许文荣、李树枝（小说组）；杜忠全、锺可斯、苏清强（散文组）；林惠洲、陈川兴、黄丽丽（诗歌组）。

小说组评审团代表王筠婷老师表示，本次小说组的参赛作品虽然没能达到评审团期许的标准，从参赛作品中仍可看出参赛者们所下的功夫与努力。此外，她也提点参赛者在文字运用方面需稍微注意逻辑上的矛盾。同时，王筠婷老师也在评论中强调小说需以故事为主，而小说中的故事首先要能感动作者本身，方能感动读者。

散文组评审团代表杜忠全老师指出，评审团对于散文组的参赛作品整体上相当满意。据杜忠全老师表示，好的作品会让读者在阅读中，仿佛看见大自然的美丽，而好的散文题目亦会使读者产生继续阅读的欲望。另外，杜忠全老师表示，如果作者能将一篇虚构的散文感动读者，



余钧桓（前排左起）、黄丽丽、杜忠全、陈川兴及王筠婷与得奖者合影。

拉曼大学第一届全国大专中文文学奖颁奖典礼

这显示出作者在文字运用上具有相当纯熟的能力。

诗歌组的评审团代表黄丽丽老师也表示，从审阅新诗组所征收的参赛作品过程中，发现其中有一小部分的参赛者仍不了解何谓诗。据黄丽丽老师表示，诗不是断句的散文，诗歌是需要凝练的语言；诗歌也不是歌词，不必每一行都强求押韵，那会显得太刻意。黄丽丽老师认为，诗歌的美，不只是在于语言的张力与创造，很多时候还要注意诗背后所隐藏的精神和意识。

拉曼大学第一届全国大专中文文学奖得奖名单

- 小说组 -	
评审奖	
邱伟扬 《消失的方式》	加影育华国中大学先修班
优秀奖（排名不分先后）	
谭惠心 《微笑的天使》	拉曼大学
苏依靖 《不变的蓝.约定》	精英大学
- 散文组 -	
评审奖	
李志勇 《观雷听雨》	马来亚大学
优秀奖（排名不分先后）	
林沛辰 《陨落》	东马砂拉越古晋峇都林当政府中学（大学先修班）
彭美君 《呢喃》	拉曼大学
- 诗歌组 -	
评审奖	
黎美君 《魔术光》	马来西亚工艺大学
优秀奖（排名不分先后）	
李婷欣 《我自邮政局寄包裹空气给你》	马来亚大学
郑田靖 《与死神无交涉》	厦门大学马来西亚分校

逾90位来自怡保师训学院华文组的学生在五位讲师的带领下于2017年4月6日到访拉曼大学金宝校区参与文学工作坊。

这项由中华研究中心现代华文文学研究组所举办的文学工作坊，旨在促进两校之间的学术交流与联系。师训学院的讲师团包括华文组主任林中莺、讲师游之汉、林业洲、伍淑勤和吴美玲。

拉曼大学中华研究院副院长兼中华研究中心主任黄文斌副教授致词时指出，“拉曼大学多年来致力于为社会作出贡献，以中华研究院为例，师生们参与新村社区计划，帮助改善新村的生活水平；以及类似这一次的互动活动，以扩展两校之间的学术交流与联系，并且寄望在同一社区的两校于未来的日子能够互相支援与合作，如筹办与艺术、历史、当代文学等相关的讲座。”他补充，“文学能够带来精神与心灵层面的启发，接受美学的洗礼，更有助于塑造健全的德育人格。”

林中莺主任致词时代表怡保师训学院华文组感谢中华研究院一直以来所给予的热情款待与帮助，并寄望未来有更多的学术交流与合作。此外，她也感谢李树枝博士百忙中抽空安排与主持这个文学工作坊，让学生获益良多。

工作坊共分为“马华诗歌语言风格浏览”及“苏童作品《被玷污的草》赏析”两个环节，并由中华研究中心现代华文文学研究组组长李树枝博士主讲。主讲人为

中华研究中心文学工作坊



左起：吴美玲、伍淑勤、林中莺、黄文斌、李树枝、游之汉、林业洲

学生们讲解了有关于西方文学思潮、台湾文学思潮、各文学运动对马华文学的影响、马华诗歌的历史演变，并简介了不同时期的马华著名诗人，如吴岸、王润华、李有成、温任平、吕有陶及他们的作品，同时鼓励在座的学生们多进行诗歌朗读，因为朗读能够让人用心去感受作品，同时把精神投入到文本内。

Kempen kesedaran kesihatan mental



Kempen sedang berlangsung



Jabatan Psikologi dan Kaunseling UTAR di bawah naungan Fakulti Sastera dan Sains Sosial (FAS) telah menganjurkan sebuah kempen yang bertajuk “Kempen Kesedaran Kesihatan Mental” bertempat di Kampus Kampar UTAR pada 29 Mac 2017.

Diadakan sebanyak dua kali dalam setahun, kempen tersebut bertujuan untuk meningkatkan kesedaran dan menyebarkan pengetahuan mengenai kesihatan mental dalam kalangan pelajar serta kakitangan UTAR. Ia juga bermatlamat untuk mempertingkatkan kesihatan mental melalui pendedahan pengetahuan dan pemahaman secara meluas mengenai pelbagai aspek seperti, punca-punca, kesan-kesan, langkah-langkah pencegahan dan pengurusan isu-isu kesihatan mental.

Kempen ini merupakan sebahagian daripada kerja kursus subjek UAPP 2034 Psikologi Abnormal di bawah penyeliaan Pensyarah subjek Psikologi merangkap penasihat kempen Pheh Kai Shuen. Dimulakan oleh Pheh pada tahun 2014, kempen ini telah mengecapi momentum yang tinggi di mana ia telah mendapat sambutan yang baik daripada para pelajar UTAR dan terus berkembang menjadi sebagai salah satu aktiviti jabatan yang penting. Tahun in merupakan tahun keempat kempen ini diadakan berturut-turut.

Turut hadir dalam kempen tersebut ialah Ketua Jabatan Psikologi dan Kaunseling dari FAS V. Glory Nancy, Pengerusi Penganjur Lim Chean Wei, pensyarah-pensyarah dari Jabatan Psikologi dan Kaunseling, ahli-ahli jawatankuasa, kakitangan dan pelajar-pelajar UTAR.

“Kami percaya pendedahan sebegini boleh membina keupayaan dalam kalangan pelajar untuk mengurus kesihatan mental masing-masing. Sebagai contoh, faktor-faktor perlindungan seperti kesedaran mengenai simptom-simptom tekanan, pengetahuan mengenai cara-cara mengendali tekanan serta membina keyakinan diri dalam mengatasi tekanan serta membantu mengurangkan gejala gangguan mental dalam kalangan pelajar-pelajar universiti. Selain itu, kempen ini juga memberi ruang kepada pelajar-pelajar Psikologi UTAR untuk mengaplikasikan pengetahuan yang mereka pelajari di dalam kelas. Aktiviti ini menyumbang kepada pemahaman yang mendalam serta membolehkan mereka menunjukkan keupayaan mereka dalam mengaplikasikan pengetahuan teori kepada kemahiran praktikal,” kata Pheh.

Bermatlamat untuk mewujudkan kesedaran dari segi pelbagai aspek kesihatan mental, kempen tersebut dibahagikan kepada tiga

bahagian utama, iaitu Pemahaman mengenai Gangguan Psikologi, Ujian Saringan Psikologi, Strategi Bantu Diri; Isu-isu Kesihatan Mental; dan Proses Penuaan yang Sihat. Ketiga-tiga bahagian ini mempunyai fungsi-fungsi yang tersendiri, antaranya ialah untuk meningkatkan kesedaran mengenai isu-isu kesihatan mental yang lazim termasuk gangguan psikologi, ujian saringan psikologi dan teknik-teknik bantu-diri, penerangan mengenai *neuropsychiatry* dan risiko penduduk, mempertingkatkan kesihatan fizikal dan mental dalam kalangan golongan tua melalui program intervensi seperti program rangsangan kognitif dan buku sejarah hidup.

Lim berkata, “Pada masa kini, mata pelajaran Psikologi bukan sahaja mementingkan pemahaman teori, malah ia juga memberi tumpuan terhadap aplikasi psikologi. Oleh itu, program ini merupakan salah satu platform yang bagus buat semua pelajar Psikologi Tahun Ketiga untuk mengaplikasikan pengetahuan yang mereka pelajari di dalam kelas. Melalui pembentangan-pembentangan yang diadakan sepanjang kempen ini, para pelajar juga dapat memahami sesetengah topik secara lebih mendalam. Ia juga memberi keyakinan kepada para pelajar dan mampu membina keupayaan mereka untuk menjelaskan sesetengah isu kepada peserta-peserta kempen.”

Beliau menambah, “Saya ingin merakamkan penghargaan saya kepada penasihat dan semua pensyarah dari Jabatan Psikologi dan Kaunseling kerana memberi dorongan dan sokongan sepanjang proses penyediaan dan pelaksanaan kempen ini. Di samping itu, saya juga ingin berterima kasih kepada semua ahli-ahli jawatankuasa yang berganding bahu untuk bersama-sama menjayakan kempen yang penuh dengan manfaat ini.”



Ahli-ahli jawatankuasa Kempen Kesedaran Kesihatan Mental

UTAR CAMPUSES

Kampar Campus

DU012-03(A)

Jalan Universiti
Bandar Barat
31900 Kampar

Sungai Long Campus

DU012-02(B)

Jalan Sungai Long
Bandar Sg. Long
Cheras, 43000 Kajang