



Chapter 7

Internationalisation

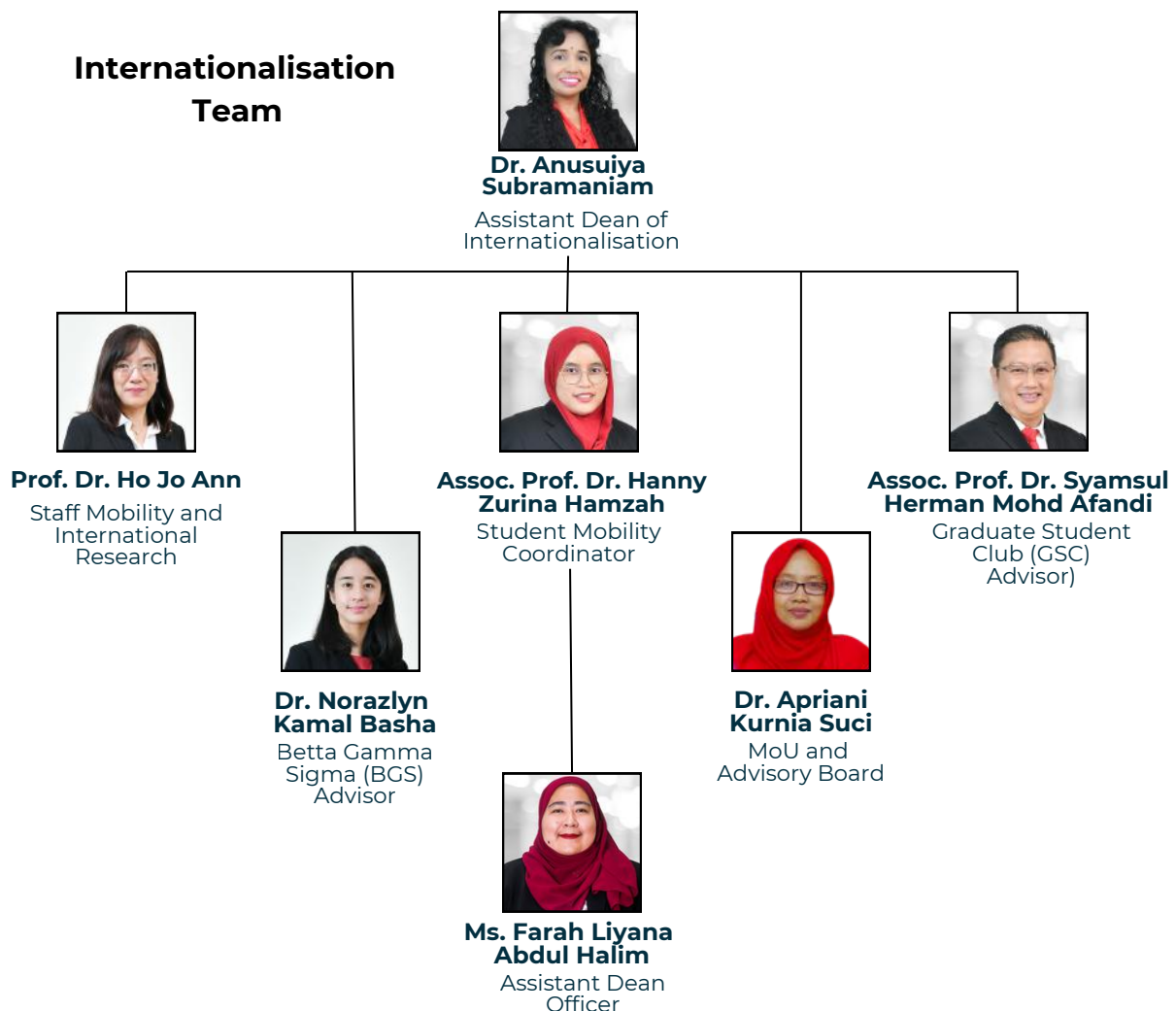


INTERNATIONALISATION

Introduction

SBE's internationalisation strategy focuses on four key areas: Partnerships, Student & Staff Experience, Research and Curriculum. The internationalisation strategy has been developed in line with the overarching goals laid out in SPE's goals and values.

Initiatives and programs implemented in the four key areas are designed to enhance SBE's global standing and reputation. These areas also serve as a roadmap for consolidating and expanding existing partnerships. The primary objectives include the ongoing enhancement of SBE's international reputation for excellence. Additionally, the strategy aims to ensure that every SBE student undergoes some form of "international" experience, whether in the classroom, through integration with on-campus international students, or via their own overseas experiences.



INTERNATIONALISATION

The primary goals identified for this next period in SBE's internationalisation are:

PRIMARY GOALS

1. PARTNERSHIPS

Create and maintain cooperative relationships with recognized Asian universities and international organizations.

3. CURRICULUM

Enhance SBE's quickly growing international research profile by bolstering our current ties and, second, by establishing significant new alliances with important international organizations and institutions.

2. STUDENT & STAFF EXPERIENCE

- Continue to have an international student body that is integrated and diverse, representing a variety of nations and backgrounds.
- Expand the opportunity for all SBE employees and students, irrespective of their backgrounds, to participate in global experiences by utilizing the School's global collaborations.

4. RESEARCH

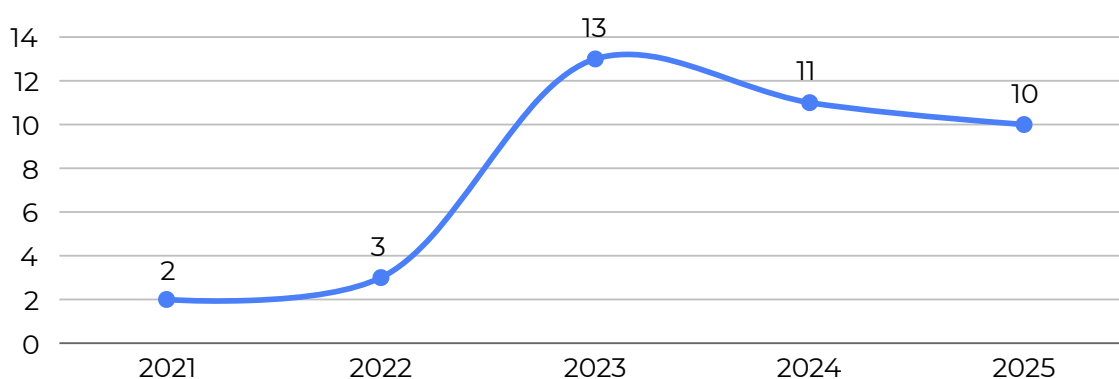
To ensure that graduates from a variety of fields gain the understanding, abilities, and proficiencies they need to accept their responsibilities as global citizens, implement a coherent and coordinated approach to incorporating intercultural elements into the curriculum.

INTERNATIONALISATION

Partnership

Memorandum of Understanding (MoU)

Forming MOUs with renowned global institutions can enhance SBE reputation and raise its profile on the international stage. This helps attract top talent and increases its competitiveness. Over the past year, SBE strategically expanded its global academic network by establishing 10 new Memorandums of Understanding (MOUs), significantly enhancing the school's international reach. The figure below depicts the successful MOUs were established in 2021-2025, indicating active expansion of international partnerships.



Memorandum of Agreement (MoA)

Beyond securing MoUs, SBE also strategically aimed for MoA with various institutions to secure more specific projects with financial and legal-binding. In 2025, SBE successfully signed an MoA with Emerald Group Publishing. Through this partnership, SBE will gain exclusive access to Emerald's teaching case resources, supporting high-quality, ethical publications and enriching academic excellence.



Shenzhen International Graduate School (SIGS), Tsinghua University

On 7 July, the School of Business and Economics (SBE), Universiti Putra Malaysia, advanced a strategic memorandum of understanding (MoU) with Shenzhen International Graduate School (SIGS), Tsinghua University, China's top-ranked university, to drive impactful academic collaboration.

During the visit, hosted by Prof. Dong Yuhuan, Deputy Director of the Institute of Data and Information at SIGS Tsinghua University, both teams aligned on key priorities under the ongoing MoU. The agreement is scheduled to be formalised at the 2025 AI Competency Training Symposium (2025 ACTS) on 29–30 August in Shenzhen, marking a significant step in strengthening innovation, research, and international engagement between the two institutions.



On 29-30 August, Universiti Putra Malaysia (UPM) marked a significant presence at the **2025 AI Competency Training Symposium (ACTS)**, hosted by Tsinghua Shenzhen International Graduate School, Tsinghua University, with a keynote address delivered by UPM Vice-Chancellor, YBhg. Dato' Prof. Ir. Dr. Ahmad Farhan Mohd Sadullah.



With the School of Business and Economics (SBE) holding Triple Crown accreditation (AACSB, EQUIS, and AMBA), this engagement highlights UPM's growing international profile and its commitment to advancing artificial intelligence, innovation, and higher education grounded in strong human values. The participation underscores UPM's role in contributing to global discourse and shaping future-ready education on the international stage.

Universiti Putra Malaysia (UPM), through its School of Business and Economics (SBE)—a Triple Crown-accredited business school—formalised a landmark **Memorandum of Understanding (MoU)** with Tsinghua Shenzhen International Graduate School (SIGS), Tsinghua University, China.

This collaboration with one of Asia's leading universities marks a significant step in strengthening international academic engagement. The partnership establishes a platform for advancing collaboration in education, research, and innovation, reinforcing UPM's commitment to global excellence and impactful cross-border cooperation.



INTERNATIONALISATION

Partnership



Letter of Intent (Loi) with the Banking and Finance Academy of Uzbekistan (BFA)

Universiti Putra Malaysia (UPM), through the School of Business and Economics (SBE), signed a Letter of Intent (LOI) with the Banking and Finance Academy of Uzbekistan (BFA), a leading institution in finance and banking education in Central Asia.

BFA plays a significant role in the development of financial professionals through specialised training, certification programmes, and research activities. The collaboration aims to explore potential areas of cooperation in finance and banking education, drawing on SBE UPM's academic and research strengths alongside BFA's industry-oriented expertise.

This partnership was facilitated by Strongman Consulting LLC, Uzbekistan, which supported the establishment of the institutional linkage between SBE UPM and BFA. The initiative reflects SBE UPM's continued efforts to expand its international engagement and strengthen collaborations that contribute to capacity building and the development of future financial professionals.



University of Business and Science (UBS), Tashkent, Uzbekistan

The School of Business and Economics (SBE) continues to advance its global engagement, most recently with the University of Business and Science (UBS), Tashkent. The visit provided a platform for discussions on potential collaborations, student and staff exchanges, and other opportunities to enhance academic and community impact.

Engagements such as this reflect SBE UPM's commitment to building international partnerships that transcend borders and contribute to a shared vision for the future.

First International Satellite Centre: Collaboration with Xiamen University Pingtan Institute (XMUPT), China.



The School of Business and Economics (SBE), Universiti Putra Malaysia, marked a significant milestone with the establishment of its first international satellite centre, the Malaysia Super Satellite Centre (MSSC), in collaboration with Xiamen University Pingtan Institute (XMUPT), China.

The launch ceremony was officiated by YBhg. Dato' Prof. Ir. Dr. Ahmad Farhan Mohd Sadullah, Vice-Chancellor of Universiti Putra Malaysia. The MSSC is envisioned as a strategic platform to support student mobility, joint research initiatives, and broader academic collaboration between the two institutions.

This initiative reflects SBE UPM's commitment to strengthening Malaysia–China higher education linkages and advancing sustainable international partnerships that contribute to academic excellence and global engagement.



Fujian Agriculture and Forestry University (FAFU), China

The School of Business and Economics (SBE), Universiti Putra Malaysia, welcomed a delegation from Fujian Agriculture and Forestry University (FAFU), led by Vice President Mr. Zheng Baodong.

Connected through the same network that established UPM's first overseas satellite centre—the Malaysia Super Satellite Centre (MSSC) with Xiamen University Pingtan Institute—the visit underscores the growing strength of Malaysia–China academic partnerships. Discussions focused on student and staff exchanges, reinforcing a shared commitment to cross-cultural learning, global engagement, and impactful collaboration.

FAFU's visit reflects the momentum created by MSSC, signalling continued interest from Chinese universities to engage with SBE UPM and strengthen mutually beneficial academic ties.

INTERNATIONALISATION

Partnership

BOYA, Peking University, China

The School of Business and Economics (SBE), Universiti Putra Malaysia, held a strategic discussion with BOYA Education Technology Research Institute, Peking University, to explore potential areas of collaboration in executive education, joint degree programmes, and other academic initiatives.



The discussion was led by Prof. Yang Niandong, Chairman of BOYA, and focused on identifying opportunities that align educational innovation with industry and professional development needs. Leveraging BOYA's expertise and SBE UPM's strategic direction, both parties expressed interest in advancing mutually beneficial partnerships.

This engagement reflects SBE UPM's ongoing commitment to strengthening international networks and fostering impactful global collaborations.



Guangxi Ding Feng Law Firm, China

The School of Business and Economics (SBE), Universiti Putra Malaysia, hosted Madam Xiao Min and her team from Guangxi Ding Feng Law Firm, alongside Mr. Loh Chang Woo of CW Loh & Associates, for a strategic dialogue on the intersections of law, business, and education in the digital economy.

The discussions explored cross-border legal collaboration, digital trade, and the evolving Malaysia–China business landscape, highlighting opportunities for practical partnerships. This visit exemplified SBE UPM's commitment to fostering international collaboration that goes beyond academia, bridging sectors and sparking innovative, real-world engagement.

INTERNATIONALISATION

Partnership



CUHK Business School

The School of Business and Economics (SBE), Universiti Putra Malaysia, visited CUHK Business School to explore high-impact opportunities in student exchanges, non-degree programmes, and scholarships for Malaysian students.

Led by Prof. Waiman Cheung, discussions focused on agile business ecosystems and scalable academic partnerships. The engagement aims to develop forward-looking collaborations that enhance global business education and create meaningful regional impact.

This initiative reflects SBE UPM's commitment to building strategic international partnerships that strengthen academic excellence and expand opportunities for students and faculty alike.

Later on 12th November 2025, the School of Business and Economics (SBE), Universiti Putra Malaysia, welcomed Prof. Dr. Waiman Cheung from The Chinese University of Hong Kong (CUHK) Business School, one of Asia's leading institutions.

The visit advanced discussions on academic collaboration, exploring opportunities for postgraduate engagement and student development between both universities. This partnership reinforces SBE UPM's commitment to fostering meaningful international connections and expanding avenues for learning, research, and global academic growth.



Apart from that, on **xx/xx/2025** SBE hosted Prof. Dominic Chan from CUHK Business School for an admissions session highlighting the School's Master's programmes, including the newly launched MSc in Aviation Management.

The visit also featured in-depth discussions on postgraduate pathways and scholarship opportunities for SBE UPM undergraduates, enabling qualified students to pursue direct applications to CUHK's Master's programmes. Additionally, CUHK engaged with SBE UPM's Faculty of Engineering to explore potential collaborative initiatives.

This engagement represents a promising step in strengthening ties with one of Asia's top business schools, paving the way for enhanced academic mobility, scholarship opportunities, and cross-faculty collaboration.

INTERNATIONALISATION

Partnership

First Alumni Chapter in China



The School of Business and Economics (SBE), Universiti Putra Malaysia, marked a historic milestone with the launch of the UPM-SBE Alumni China Chapter in Xi'an. The event brought together over 200 alumni, university leaders, and strategic partners to celebrate global connections and a shared legacy of academic excellence.

Officiated by UPM Vice-Chancellor YBhg. Dato' Prof. Ir. Dr. Ahmad Farhan Mohd Sadullah, the chapter establishes a platform for strengthened alumni engagement, fostering lifelong connections and creating opportunities for collaboration between Malaysia and China. This initiative reflects SBE UPM's commitment to building a global alumni network that drives meaningful impact across borders.

Minnan University of Science and Technology (MNUST), China

In July 2025, SBE UPM visited Minnan University of Science and Technology (MNUST), China, a private institution recognised for its strengths in economics, engineering, technology, and the arts. Led by Prof. Wang Shukun, MNUST President, the visit included the signing of a Letter of Intent (LoI) and in-depth discussions on future academic collaborations. Key initiatives explored during the engagement included student mobility programmes, participation of MNUST students in SBE UPM's programme, joint English language programmes with ELS UPM, and plans for a comprehensive Memorandum of Understanding (MoU). This visit underscores SBE UPM's ongoing commitment to expanding global learning opportunities and strengthening strategic international partnerships.



Following the recent Memorandum of Understanding (MoU) with Minnan University of Science and Technology (MNUST), the School of Business and Economics (SBE), Universiti Putra Malaysia, welcomed their delegation to campus.

The visit facilitated discussions on next-step collaborations, joint initiatives, and strengthened academic ties, reinforcing both institutions' commitment to long-term partnership, knowledge exchange, and cross-border learning opportunities.

Central China Normal University (CCNU), Wuhan, China



The School of Business and Economics (SBE), Universiti Putra Malaysia, strengthened its academic ties with Central China Normal University (CCNU) in Wuhan, China, through discussions on collaborative education initiatives.

A key highlight was the proposed establishment of the China–Malaysia Vocational Education Development Center (CM-VEDC), envisioned as a joint platform to advance vocational education, research collaboration, and cultural exchange between both countries.

This engagement reflects SBE UPM's commitment to expanding cross-border education partnerships and fostering sustainable international collaboration in support of workforce development and academic excellence.

Guangzhou College of Technology, China

In May 2025, SBE UPM visited Guangzhou College of Technology and Business, led by Mr. Lin Qiang, Vice Dean of the International Education School, to explore new avenues for collaboration. Discussions focused on potential dual degree programmes, postgraduate pathways, student mobility initiatives, and a Joint EMBA (ASEAN Leadership Camp), with a potential Memorandum of Understanding (MoU) under consideration. This engagement represents a significant step in strengthening academic and cultural ties between Malaysia and China, while expanding global learning and professional development opportunities for SBE UPM students.



INTERNATIONALISATION

Partnership

ASEAN Research Center at Shenzhen University, China

The School of Business and Economics (SBE), Universiti Putra Malaysia, visited the ASEAN Research Center at Shenzhen University to explore future collaboration opportunities in leadership development, China–Malaysia economic initiatives, and the potential signing of a memorandum of understanding (MoU).



The delegation was warmly received by Prof. Zhang Yun, who provided an informative tour and shared valuable insights. This engagement reinforces SBE UPM's commitment to strengthening regional partnerships and advancing cross-border academic and professional initiatives within the ASEAN and Greater China region.

Jilin University of Finance and Economics

The School of Business and Economics (SBE) continues to actively engage with academic partners in China. Recently, SBE UPM welcomed a delegation from Jilin University of Finance and Economics to discuss academic programmes and explore opportunities for student and staff mobility.



The visit provided a platform for meaningful academic exchange, reinforcing SBE UPM's commitment to strengthening Malaysia–China collaboration within the regional education landscape.

Zhejiang International Studies University (ZISU), China



At the beginning of 2025, the School of Business and Economics (SBE), Universiti Putra Malaysia (UPM), received a delegation from the School of International Business, Zhejiang International Studies University (ZISU), China. The delegation was led by Madam Wang Shuo, Director of the Research Center for International Consulting Service, ZISU.

Established in 1997 with a focus on business education, ZISU has developed a strong profile in international studies and business-related disciplines. The visit provided a platform for both institutions to engage in discussions on potential areas of collaboration, including undergraduate and postgraduate academic programmes, as well as student and staff mobility initiatives.

These discussions reflect SBE UPM's continued commitment to strengthening its international networks and expanding meaningful academic partnerships that support academic excellence, knowledge exchange, and global exposure for both students and faculty members.

Korea University Business School (KUBS), South Korea

The School of Business and Economics (SBE), Universiti Putra Malaysia (UPM), welcomed a delegation from Korea University Business School (KUBS), led by Professor Yoo Yong Keun, Vice President of the Office of Planning and Budget, to explore potential areas of academic collaboration.



Established in 1905, Korea University Business School is internationally recognised for its strengths in business education and research. Both KUBS and SBE share international accreditations from AACSB and EQUIS, reflecting a common commitment to academic quality and global standards.

Discussions during the visit focused on opportunities for collaboration in research initiatives and student exchange programmes. These engagements are expected to support knowledge exchange, enhance academic cooperation, and create mutual benefits for students and faculty members from both institutions.

INTERNATIONALISATION

Partnership



Sichuan University, China

In response to growing academic interest from China, the School of Business and Economics (SBE), Universiti Putra Malaysia, hosted a delegation from Sichuan University to explore potential collaboration in undergraduate programmes and student mobility initiatives.

Founded in 1896, Sichuan University is among China's established comprehensive universities. The discussion focused on identifying opportunities that support cross-border academic engagement and enhance international learning experiences for students from both institutions.

This engagement reflects SBE UPM's continued role as an active partner in international collaboration, particularly with Chinese institutions, and represents a constructive step towards developing future-ready academic pathways that deliver mutual benefits.

International Management Institute (IMI) Kolkata, India

The School of Business and Economics (SBE), Universiti Putra Malaysia, welcomed Prof. Dr. Tirthankar Nag, Dean of Research & International Relations, International Management Institute (IMI) Kolkata, India, and his team to explore potential collaboration.



Discussions focused on student and staff exchange, executive education, and joint research initiatives, establishing a foundation for strengthened academic ties between Malaysia and India. This engagement reflects SBE UPM's commitment to expanding its global footprint and fostering meaningful international partnerships beyond the ASEAN region.

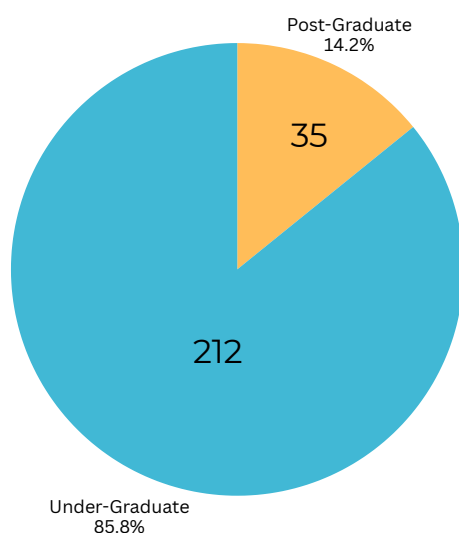
INTERNATIONALISATION

Student & Staff Experience

The total number of inbound students for SBE in 2025 was 247. Below is the table reflecting the number of students from each country that involved with inbound programmes this year alone.

Number of students for mobility inbound in SBE

COUNTRY	NUMBER OF STUDENTS
Indonesia	84
China	54
Japan	25
Vietnam	25
Germany	23
France	13
South Korea	6
Austria	3
Philippines	3
Taiwan	3
Cambodia	2
Uzbekistan	2
Brunei	1
Netherlands	1
Spain	1
Switzerland	1
TOTAL	247



The pie chart illustrates the proportional breakdown of inbound students. Of the 247 total participants, the undergraduate program maintains a dominant share at 85.8% (n=212), while the postgraduate program represents a niche demographic at 14.2% (n=35).

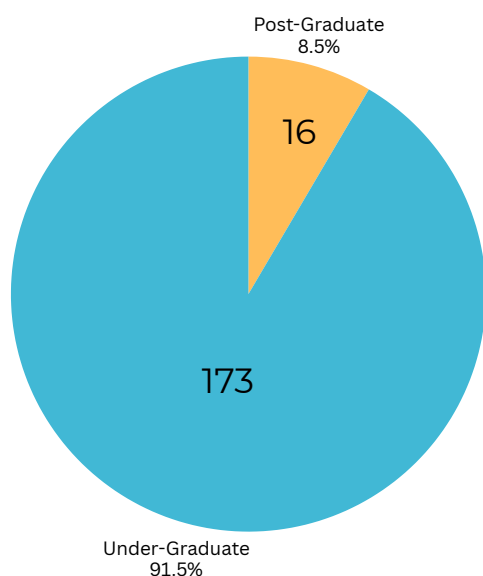
INTERNATIONALISATION

Student & Staff Experience

On the other hand, SBE has sent a total of 189 students. for outbound programmes this year. The table below depict all countries that our student went to.

Number of students for mobility outbound in SBE

COUNTRY	NUMBER OF STUDENTS
Indonesia	99
Cambodia	26
Taiwan	26
Laos	15
Australia	8
China	7
South Korea	2
Hong Kong	1
Japan	1
Vietnam	1
Poland	1
Philippines	1
Uzbekistan	1
TOTAL	189



The pie chart reveals a significant concentration of outbound activity at the undergraduate level, representing over 91% of the total participant pool. On the other hand, participation at the postgraduate level remains a niche segment, accounting for less than 10% of the cohort.

INBOUND

Universitas Pendidikan Muhammadiyah Sorong (UNIMUDA Sorong), Indonesia



On 24 January 2025, the School of Business and Economics (SBE), Universiti Putra Malaysia (UPM), hosted a delegation comprising 59 students and three faculty members from Universitas Pendidikan Muhammadiyah Sorong (UNIMUDA Sorong), Indonesia. The delegation was led by Mr. Feby Annuar, Head/Secretary of Postgraduate Studies.

UNIMUDA Sorong, a recognised higher education institution in West Papua, Indonesia, visited SBE UPM to explore potential areas of collaboration, including joint research initiatives and student exchange programmes. The visit also provided an opportunity for academic interaction and knowledge sharing between both institutions.

This engagement reflects SBE UPM's ongoing commitment to strengthening regional and international partnerships that support academic excellence, innovation, and meaningful global exposure for students and faculty members.

University of Jaffna (FMSC), Sri Lanka

On 10th February 2025, SBE UPM hosted a Foreign Exposure Visit by a delegation from the Faculty of Management Studies and Commerce (FMSC), University of Jaffna, Sri Lanka, led by Prof. M.A. Shanthakumary. The visit enriched both student and staff learning experiences through academic exchange on MBA curriculum design, innovative teaching approaches, and workplace leadership, allowing participants to gain international perspectives on business education.



As part of the programme, Dr. Hanna Ambaras Khan delivered a guest lecture entitled “Ethical and Effective Workplace Communication: Strengthening Team Bonds and Boosting Productivity.” The session provided students and academic staff with practical insights into ethical communication, teamwork, and organisational effectiveness in a global context. Overall, the engagement enhanced cross-cultural interaction, professional development, and academic networking for SBE UPM students and staff, reinforcing the School's commitment to internationalised learning and global academic partnerships.

INTERNATIONALISATION

Student & Staff Experience



Chinese University of Hong Kong (CUHK)

The Master's Business Field Study Course Programme involving students from the Faculty of Business Administration, The Chinese University of Hong Kong (CUHK), marked a meaningful chapter of academic and cross-cultural engagement at the School of Business and Economics (SBE), Universiti Putra Malaysia.

Throughout the programme, participants were immersed in a series of academic sessions, industry visits, and collaborative discussions that offered practical insights into business practices while fostering mutual learning. Beyond the classroom, cultural exchanges and informal interactions further strengthened understanding and connections between students and faculty from both institutions.



The programme concluded on a positive note, leaving behind valuable learning experiences and lasting professional networks. SBE UPM extends its appreciation to CUHK and all participating students for their active engagement and contribution, and wishes them continued success in their academic and professional pursuits.

UEH-ISB (University of Economics Ho Chi Minh City – International School of Business), Vietnam

The School of Business and Economics (SBE), Universiti Putra Malaysia, welcomed a delegation from UEH-ISB (University of Economics Ho Chi Minh City – International School of Business) as part of the second cohort of the ISB ASEAN COOP Study Tour.



During the visit, first-year Economics students from UEH-ISB presented on Fiscal and Monetary Policies, fostering academic exchange and constructive discussions with SBE UPM students. The engagement also served as a platform to explore potential student mobility and exchange initiatives.

This visit underscores SBE UPM's commitment to strengthening ASEAN partnerships and promoting meaningful regional collaboration through academic and student-focused initiatives.

INTERNATIONALISATION

Student & Staff Experience



Zhejiang Agriculture & Forestry University (ZAFU), China.

The School of Business and Economics (SBE), Universiti Putra Malaysia, hosted a four-week Study Tour Programme for students from Zhejiang Agriculture & Forestry University (ZAFU), China.

The programme combined academic engagement with cultural exchange, offering participants meaningful exposure to Malaysia's business environment and higher education landscape. This initiative reflects SBE UPM's commitment to delivering tailored, high-impact learning experiences that extend beyond borders.

SBE UPM extends its appreciation to ZAFU for the collaboration and looks forward to strengthening international partnerships and welcoming future cohorts to Malaysia.

Shinshu University, Japan

The School of Business and Economics (SBE), Universiti Putra Malaysia, hosted 36 students from Shinshu University, Japan, as part of the SU-UPM Intercultural Co-Learning for Language Proficiency by Tandem Learning Programme, organised by Shinshu University, Japan



Following two weeks of online tandem learning, the on-campus visit provided students with opportunities to participate in lectures, interactive sessions, and cultural exchanges alongside SBE UPM students. The programme enhanced language proficiency while fostering intercultural understanding, collaboration, and lasting connections between both institutions.

This initiative reflects SBE UPM's commitment to innovative global learning approaches that integrate digital engagement with meaningful in-person experiences.

INTERNATIONALISATION

Student & Staff Experience

Guangzhou College of Technology and Business, China



The School of Business and Economics (SBE) has long maintained strong relationships with academic partners in China. This week, SBE UPM hosted a delegation from Guangzhou College of Technology and Business, transforming the visit into a dynamic exchange of ideas. Students from the visiting delegation participated in an interactive lecture, fostering meaningful discussions and cross-cultural learning.



TSuch engagements underscore SBE UPM's commitment to strengthening international collaborations and promoting academic and cultural exchange between Malaysia and China.

Jakarta Business School, Indonesia

The School of Business and Economics (SBE) welcomed students from Jakarta Business School for an enriching visit that combined interactive business sessions, a tour of SBE's student-run incubator, and meaningful exchanges of ideas and experiences.



The programme exemplified SBE UPM's commitment to fostering curiosity, creativity, and collaboration, demonstrating that learning is most impactful when shared across borders.

INTERNATIONALISATION

Student & Staff Experience



CamEd Business School, Cambodia

The School of Business and Economics (SBE), Universiti Putra Malaysia, as Malaysia's first AACSB-accredited business school—and having achieved two subsequent reaccreditations—continues to set the benchmark for excellence in business education.

SBE UPM hosted CamEd Business School, Cambodia, led by Dr. Sok Uttara, for a knowledge-sharing visit focused on SBE's AACSB accreditation journey and quality assurance practices. The exchange highlighted the dedication of SBE staff in upholding high standards and reinforced the School's role as a regional leader and learning hub, promoting continuous improvement and collaboration across Southeast Asia.

UPM-SBE Alumni China Chapter

Dr. Zhang Qing, principal sponsor and organiser of the UPM-SBE Alumni China Chapter launch, played a pivotal role in uniting the postgraduate alumni community and supporting this milestone event. In recognition of their outstanding contributions, Dr. Zhang Qing, alongside three distinguished postgraduate alumni, received Certificates of Recognition for their dedication to giving back beyond graduation:

- **Dr. Ting Jenn Ling** – Chief Investment Officer, Yangling Modern Agriculture International Cooperation Group Ltd
- **Dr. Zhang Qing** – CEO, Sichuan Ludong Construction Engineering Co.
- 1. **Liu Yang** – HR Specialist, Liu Yimin / Chengdu Chengshi Industry Group
- **Li Zeyu** – Senior Lecturer, Shandong University of Science and Technology



Their leadership and commitment exemplify postgraduate excellence and continue to inspire the next generation of UPM alumni, reinforcing the School's vision of cultivating globally connected, socially responsible leaders.

INTERNATIONALISATION

Student & Staff Experience

ASEAN Global Youth Summit 2025

School of Business and Economics (SBE), Universiti Putra Malaysia, welcomed 35 students from 11 countries to explore academic pathways and postgraduate opportunities. Participants gained insights into studying at a Triple Crown-accredited business school and engaged with SBE UPM's programmes, learning about global business education and professional development.



The visit aimed to inspire students in planning their future studies while reinforcing SBE UPM's position as a regional hub for international collaboration, academic growth, and student development.

Jom Masuk Kampung 15 (JMK15)

The School of Business and Economics (SBE), Universiti Putra Malaysia, hosted the 15th edition of Jom Masuk Kampung (JMK15), welcoming international mobility students from France, Germany, China, Indonesia, and Brunei to Kampung Pintu Padang, Gopeng.



The programme offered hands-on cultural experiences, including traditional Sukan Rakyat games, local cooking sessions, immersive village life with host families, and a Zapin dance performance. Participants gained authentic insights into Malaysian traditions, values, and lifestyle, while building meaningful connections with both the local community and fellow international students.

JMK15 continues to exemplify SBE UPM's commitment to holistic student development, providing experiential learning opportunities that extend beyond the classroom and leave a lasting cultural impact.

SBE InterCultural Exchange Programme (SBE-ICE)

PART 1: 24 students from China, Germany, and Uzbekistan participated in the SBE InterCultural Exchange Programme (SBE-ICE), one of the School of Business and Economics (SBE), Universiti Putra Malaysia's signature mobility initiatives, for an immersive Malaysian experience.



Hosted at Homestay Desa Murni, Temerloh, students lived with local families and engaged in agrotourism activities, gaining firsthand experience of kampung life. They also visited Orang Asli Village Kampung Pian, Pahang, participating in water tubing, blowpipe demonstrations, and cultural activities, fostering friendships with the indigenous community while learning about rural traditions and community values.

This programme highlights SBE UPM's commitment to holistic student development, intercultural understanding, and experiential learning that goes beyond the classroom.

PART 2: The SBE InterCultural Exchange Programme (SBE-ICE) provided students with a comprehensive cultural and educational experience. Participants engaged in traditional activities at the homestay, including a congenial congkak match, a Silat Sendeng performance, and the opportunity to wear traditional Malay attire, fostering both enjoyment and an appreciation of Malaysia's cultural heritage.



Students also visited the National Elephant Conservation Centre in Kuala Gandah, where they observed and fed elephants while gaining practical insights into wildlife preservation. This hands-on exposure highlighted Malaysia's commitment to conservation and environmental stewardship.

Through these activities, SBE-ICE continues to offer an immersive experience that seamlessly integrates culture, community engagement, and conservation, creating lasting memories for all participants.

INTERNATIONALISATION

Student & Staff Experience

OUTBOUND

Queensland University of Technology (QUT), Australia



In May 2025, the **SBE UPM MBA Club** completed its inaugural benchmarking visit to Queensland University of Technology (QUT), Australia's first Triple Crown-accredited business school. The programme offered students rich international exposure through a guided campus tour, networking with QUT MBA students, a briefing by the Brisbane Economic Development Agency, and an interactive dialogue on management education and career development. Participants also benefited from an insightful lecture by Assoc. Prof. Dr. Udo Gottlieb, QUT MBA Director, further enhancing their understanding of global business practices. This experience not only strengthened academic linkages and broadened students' global perspectives but also equipped them with the skills and confidence to navigate an increasingly internationalised business environment demonstrating SBE UPM's ongoing commitment to fostering global learning and professional development for both students and staff.

PEC Mobility Programme in Taiwan



In May 2025, members of the **Putra Economist Club (PEC)** of SBE UPM participated in the PEC Mobility Programme in Taiwan, gaining valuable international exposure through a combination of academic, cultural, and professional experiences. During the programme, students attended academic sessions at **Ming Chuan University** and **National Chengchi University**, engaged in community service with the ARK Association by preparing meals for the homeless at Taipei Main Station, visited the Taiwan Stock Exchange, and participated in a dialogue on diplomacy with MFTC Taipei leaders, Ms. Aznifah Ghani and Ms. Syajaratud Durri Abdullah. This immersive experience provided participants with first-hand insights into global perspectives, strengthened cross-cultural understanding, and empowered them with the skills, confidence, and awareness necessary to thrive beyond the classroom, reflecting SBE UPM's commitment to nurturing globally minded graduates.

INTERNATIONALISATION

Student & Staff Experience

Laos Mission: ASEAN Youth Volunteerism Programme



From 5th till 14 August 2025, **School of Business Student Council (SBESC)** UPM students participated in the Laos Mission: ASEAN Youth Volunteerism Programme, representing Malaysia as the only participating Malaysian university. Guided by the principles of the United Nations Sustainable Development Goals (SDGs), the programme provided students with meaningful international exposure through community engagement, cross-cultural learning, and social responsibility initiatives in Vientiane, Laos. During the mission, students conducted workshops with gifted and ethnic communities, participated in ASEAN Day activities and academic sharing sessions at the **National University of Laos**, and engaged with representatives at the Embassy of Malaysia in Vietnam. Participants also contributed to community service activities, including preparing and distributing meals to underserved communities and promoting environmental awareness through 3R practices. This international volunteerism experience strengthened students' global citizenship, intercultural competence, and social awareness, reflecting SBE UPM's commitment to nurturing compassionate, globally engaged graduates through transformative international experiences.

UPAC INDOCONNECT 2025 (UIC)



The UPAC Indoconnect 2025 (UIC) program, brought together 24 students for an enriching academic and cultural journey. The initiative featured academic engagement through knowledge-sharing sessions with guest lecturers and focused discussions on sustainability in accounting, providing participants with valuable insights into contemporary issues in the field. Beyond academics, students experienced social and cultural immersion through eye-opening visits in Jakarta, which broadened their global perspectives and deepened their appreciation of Indonesian traditions.

The program also emphasized international collaboration, strengthening academic ties between the **UPM Accounting Club (UPAC)** and **Universitas Indonesia (UI)**, fostering long-term partnerships and cross-border learning opportunities. Altogether, UIC served as a platform for intellectual growth, cultural exchange, and the building of meaningful international networks.

INTERNATIONALISATION

Student & Staff Experience

From 23rd February to 2nd March 2025, members of the **School of Business and Economics Student Council (SBESC)** participated in the SBESC Global Engagement Programme in Cambodia, visiting Phnom Penh, Kampong Chhnang, Kratie, Tboung Khmum, Kampong Cham, and Kandal. The programme exposed participants to regional business environments, sustainability initiatives, and cross-cultural learning experiences through discussions, institutional engagements, and community-based activities. This mobility initiative broadened students' global perspectives, strengthened international networking opportunities, and enhanced their appreciation of diverse socio-economic contexts, reflecting SBE UPM's commitment to developing globally minded and socially responsible future leaders.

SBESC Global Engagement Programme in Cambodia



Malaysia-Indonesia Industry Insight Exchange



From May 4th to May 10th, 2025, members of the **Bachelor of Business Administration Club (BBAC)** participated in the Malaysia-Indonesia Industry Insight Exchange, organised in collaboration with **Universitas Pakuan (UNPAK)** and **Institut Pertanian Bogor (IPB)**, Indonesia. The programme provided students with opportunities to engage in academic discussions, industry site visits, and cross-cultural exchanges, enhancing their understanding of regional business practices, entrepreneurship, and emerging industry trends. This initiative strengthened cross-border learning, promoted global exposure, and fostered meaningful academic and professional networks among participating students and institutions.

On 24 November 2025, SBE UPM successfully hosted a one-day **Student Mobility and Immersion Programme** in collaboration with BINUS University, Indonesia. The programme provided participating students with a platform to engage in interactive classroom sessions, collaborative academic activities, and peer-to-peer knowledge exchange, enhancing both their academic and cross-cultural experiences. Complementing the academic component, participants took part in a cultural excursion to Kompleks Kraf Kuala Lumpur, where they explored Malaysia's rich craft heritage and deepened their appreciation of local culture. This initiative played a pivotal role in strengthening cross-cultural understanding, fostering knowledge sharing, and nurturing global perspectives among students, reflecting SBE UPM's ongoing commitment to enhancing internationalisation for both student and staff experiences.

Student Mobility and Immersion Programme at BINUS University, Indonesia



Asia's Smart Logistics Datathon 2025

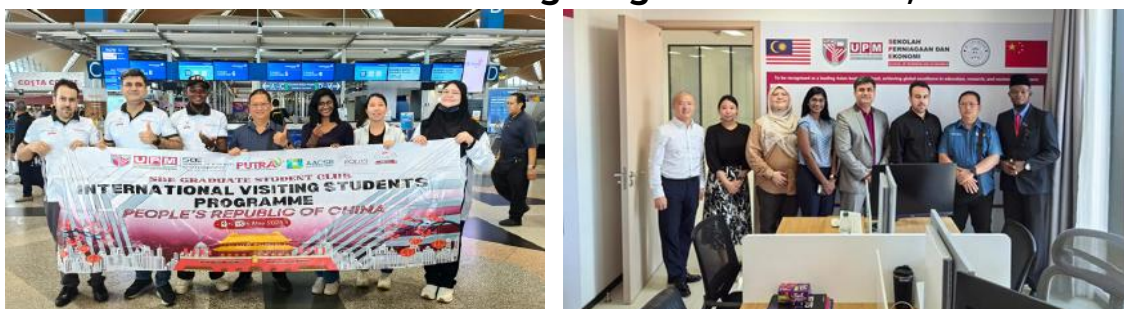


Five students from the School of Business and Economics (SBE), Universiti Putra Malaysia, represented the University at the Smart Logistics Asia Datathon 2025, hosted by The Chinese University of Hong Kong (CUHK). Competing with peers from 15 Asian countries, they tackled real-world logistics challenges using data-driven approaches and innovative problem-solving.

The programme included immersive site visits to Alibaba, an in-depth exploration of its cloud systems, and 35 hours of intensive data analysis, brainstorming, and collaboration. Their efforts culminated in a Top 10 placement, showcasing creativity, teamwork, and determination.

This achievement highlights SBE UPM's commitment to nurturing globally competitive students capable of applying innovation and analytical skills to real-world challenges.

GSC International Visiting Programme to Xi'an, China



In May 2025, the **Graduate Student Club (GSC)** of SBE UPM undertook its International Visiting Programme to Xi'an, People's Republic of China. The initiative was designed to strengthen academic exchange and expand institutional networks with leading Chinese universities and organizations. During the visit, student leaders participated in discussions on collaborative opportunities, student exchanges, research partnerships, and knowledge-sharing initiatives. The programme offered first-hand exposure to international best practices, cross-cultural learning, and leadership development within a global context. This experience enhanced the School's international visibility while equipping future leaders with a global mindset and intercultural competencies, exemplifying SBE UPM's ongoing commitment to enriching both student and staff experiences through international engagement.

INTERNATIONALISATION

Student & Staff Experience

2025 International Youth Leadership Programme



In line with SBE UPM's commitment to fostering global exposure and international collaboration, **Olohunlana Somod Dapo**, a PhD (Economics) candidate and President of the Graduate Student Club (GSC), represented the School at the 2025 International Youth Leadership Programme that was held at Universitas Ahamd Dahlan, Yogyakarta, Indonesia.

On 2 February 2025, Somod delivered a keynote address to an audience of youth leaders from around the world, sharing insights and experiences drawn from both his academic journey and leadership role at SBE UPM. This participation not only highlighted Malaysia's growing presence in international academic and leadership forums but also provided valuable cross-cultural engagement opportunities for our students. Such experiences reflect SBE UPM's dedication to equipping both local and international students with the skills, networks, and confidence needed to thrive in a globalised environment. Through initiatives like these, students are encouraged to step beyond classroom boundaries, develop leadership capabilities, and contribute meaningfully to the international community.

5th ASIA World Muslim Summit in Kuala Lumpur



In March 2025, SBE UPM strengthened its commitment to nurturing globally minded leaders when five of its students represented the School and their respective countries at the 5th ASIA World Muslim Summit in Kuala Lumpur. Organised by Studec International, the summit provided a dynamic platform for participants to exchange ideas, promote peace, and foster cross-cultural connections. Adding to this international engagement, **Prof. Dr. Suhaimi Ab Rahman** participated as an invited speaker, sharing expertise on how the halal industry can drive economic growth while generating positive social impact. This experience exemplifies SBE UPM's dedication to providing students and staff with meaningful international exposure, enabling them to gain insights from global thought leaders, expand professional networks, and develop the skills needed to contribute to a rapidly interconnected world.

International Leadership Dialogue Series in Mauritius



The School of Business and Economics (SBE), Universiti Putra Malaysia, participated in the International Leadership Dialogue Series in Mauritius, a one-day platform that brought together thought leaders and participants from Malaysia and Mauritius.

The dialogue focused on key themes including the development of the halal economy, leadership journeys, and the building of sustainable digital enterprises for future generations. The engagement provided valuable opportunities for knowledge exchange, cross-border collaboration, and the strengthening of international networks.

This participation reflects SBE UPM's commitment to fostering purposeful leadership and advancing international dialogue that supports inclusive growth and global progress.

Leadership and Entrepreneurship Training in Mauritius



The School of Business and Economics (SBE), Universiti Putra Malaysia, continued its engagement in Mauritius with a specialised leadership and entrepreneurship training session, delivered by one of its senior trainers.

The session focused on Malaysia's experience in developing a values-driven economy, the role of unity in diversity as a catalyst for growth and global integration, and strategies to inspire the next generation to build sustainable digital enterprises grounded in creativity, ethics, and innovation.

This engagement underscores SBE UPM's commitment to delivering impactful executive education and fostering international capacity-building through knowledge sharing and professional development.

INTERNATIONALISATION

Student & Staff Experience

Ayunosato Ryokan, Japan



The School of Business and Economics (SBE), Universiti Putra Malaysia, strengthened its industry ties in Japan during a delegation visit, meeting Ms. Arimura Yumi, owner of the 150-year-old Ayunosato Ryokan, which has hosted SBE Economics students for internships.

The team also engaged with leaders from Hiyotashi's hotel and food service sectors — Ms. Honda Setsu, Ms. Murata Yuko, and Mr. Morihara Katsumi — to explore new avenues for collaboration. These discussions aim to expand internship opportunities, foster cross-cultural experiences, and further enhance practical learning for SBE UPM students.

Kyushu Institute of Technology, Japan



In September 2025, the SBE UPM delegation visited the Kyushu Institute of Technology (Kyutech), where they were warmly received by Assoc. Prof. Yoshito Ando. What began as a pre-departure briefing for Kyutech students joining UPM's BEE 2.0 Experiential Learning programme evolved into broader discussions on new student mobility opportunities, collaborative initiatives, and shared goals for developing globally minded graduates. This engagement provided both students and staff with first-hand exposure to Japanese academic and cultural practices, enhanced cross-institutional learning, and strengthened international networks. Experiences like these reflect SBE UPM's commitment to creating meaningful global learning journeys that inspire, connect, and transform participants.

INTERNATIONALISATION

Student & Staff Experience

Benchmark Visit to Waseda University, Japan



The School of Business and Economics (SBE), Universiti Putra Malaysia, conducted a benchmarking visit to Waseda Business School, Japan, one of Asia's top institutions.

The visit provided an opportunity for SBE UPM staff to observe best practices, exchange ideas with Waseda's International Engagement Team, and gain insights into programme quality, global partnerships, and institutional systems that support world-class education.

As part of SBE UPM's ongoing efforts to enhance staff performance and meet evolving accreditation standards, the experience reinforced the value of global exposure in driving innovation, programme excellence, and impactful international engagement.

UPM TACT Programme to Japan



As part of its commitment to continuous improvement and meeting accreditation standards, the School of Business and Economics (SBE), Universiti Putra Malaysia, conducted the UPM Talent Appreciation & Culture Transformation (UPMTACT) programme in Japan to strengthen international networks and observe best practices in student support, organisational management, and workplace culture.

The delegation divided into two groups, visiting **Shinshu University** and **iCity21**, before regrouping at Japan Mint. At Shinshu University, participants gained insights into student services, academic support, and cultural integration. The iCity21 visit highlighted organisational structure and operational management, while Japan Mint showcased coin production processes, safety protocols, and 5S workplace practices.

Programmes like UPMTACT Japan provide practical insights and inspiration that contribute to enhancing staff performance, institutional practices, and the overall quality of the SBE community.

INTERNATIONALISATION

Student & Staff Experience

Putra Cultural Exchange: Essence of India



From 4–14 May 2025, **Persatuan Hindu UPM (PHUPM)**, in collaboration with Anna University, Chennai, and Thiagarajar School of Management, Madurai, India hosted the Putra Cultural Exchange: Essence of India programme. **Dr. Anusuiya Subramaniam** served as the monitoring officer, overseeing the 10-day academic and cultural immersion. Sixteen participants engaged in a rich programme exploring local heritage, academic environments, and cross-cultural experiences across Tamil Nadu. The initiative provided first-hand exposure to international perspectives, fostered intercultural understanding, and strengthened global engagement for both students and staff. This experience exemplifies UPM's commitment to nurturing globally aware leaders who value cultural diversity and are equipped to thrive in an interconnected world.

Universitas Brawijaya, Indonesia



On 8–9 October 2025, **Dr. Anusuiya Subramaniam** served as a Visiting Lecturer at the Faculty of Economics and Business, Universitas Brawijaya, Indonesia. This engagement provided a platform for knowledge exchange, strengthened strategic academic partnerships and fostered international collaboration. The programme also enhanced participation from both faculty and students in cross-border learning activities, reflecting SBE UPM's ongoing commitment to promoting global engagement and academic excellence.

INTERNATIONALISATION

Student & Staff Experience

Universitas Negeri Malang, Indonesia



On 8 August 2025, **Dr. Anusuiya Subramaniam** was an invited speaker on Global Leadership during the **Student Service-Learning Programme** at Universitas Negeri Malang, Indonesia. Organised in collaboration with UPM's Faculty of Science, the programme provided a platform for knowledge exchange and cross-cultural engagement. This initiative reinforced UPM's strategic partnerships with international institutions, enhanced engagement opportunities for international students and contributed to the long-term sustainability of the University's global networks.

Later on 8 October 2025, **Dr. Anusuiya Subramaniam** visited Universitas Negeri Malang, Indonesia again, but this time as an invited guest lecturer to deliver a session on **"Formulating a Strong Problem Statement: The Foundation of Quality Research."** The visit provided a platform for knowledge sharing, strengthened UPM's academic networks, and expanded opportunities for collaboration with an international partner institution. This engagement reflects SBE UPM's commitment to fostering global academic connections and promoting cross-border learning experiences for both faculty and students.



INTERNATIONALISATION

Student & Staff Experience

KAIST College of Business, Seoul, South Korea



On 23 June 2025, representatives from SBE UPM (**Dr Anusuiya Subramaniam and Dr Rosmah Mohamed**) engaged with the KAIST College of Business, Seoul, to explore avenues for deeper collaboration. Hosted by Mr. ImKoo Bae, Director of the KCB External Affairs Center, the visit was marked by a warm welcome and constructive discussions. Conversations focused on future collaboration, academic exchange, and potential joint initiatives, reflecting a shared commitment to strengthening international partnerships and advancing mutual academic goals.

SNU Business School, Seoul National University, South Korea



On 25 June 2025, representatives (**Dr Anusuiya Subramaniam and Dr Rosmah Mohamed**) from SBE UPM visited SNU Business School. Hosted by Prof. Dr. Joon Chae, Dean of SNU Business School, the engagement provided opportunities for meaningful dialogue on global business education and avenues for future collaboration. Discussions focused on joint academic initiatives and research partnerships, aligning with SBE's strategy to strengthen international linkages with leading institutions such as SNU Business School, ranked 38th globally and No. 1 in South Korea

INTERNATIONALISATION

Student & Staff Experience



Virginia Tech, United States

From 3–17 March 2025, **Assoc. Prof. Dr. Matemilola Bolaji Tunde** from SBE UPM undertook an academic research visit to the Department of Finance, Pamplin College of Business, Virginia Tech, United States. The visit aimed to enhance international academic engagement through research collaboration, scholarly exchange, and exposure to global academic practices. During the visit, Assoc. Prof. Dr. Matemilola presented ongoing research and received constructive feedback for further refinement, attended research presentations by academic staff and postgraduate students, and engaged in discussions on potential research collaboration. The visit also provided valuable insights into teaching, research culture, and academic operations at Virginia Tech, supporting benchmarking and reflective learning. This academic engagement strengthened professional networks between SBE UPM and Virginia Tech, enhanced staff research capability, and contributed to the development of globally connected academic experiences, in line with SBE UPM's commitment to internationalisation and academic excellence.

Cardiff University, United Kingdom

From 15 till 19 September 2025, **Prof. Dr. Ong Tze San** participated in an academic visit to Cardiff University, providing a platform for scholarly engagement and international academic exchange. The visit facilitated discussions on research, teaching, and academic collaboration, enabling meaningful exchange of ideas and exploration of potential joint initiatives between both institutions. Throughout the engagement, Prof. Ong contributed to academic dialogue within the host department while strengthening professional networks and enhancing international exposure. This visit reflects SBE UPM's commitment to supporting staff mobility, fostering cross-border knowledge sharing, and enriching both student and staff experiences through global academic engagement.



INTERNATIONALISATION

Student & Staff Experience



Surrey Business School, University of Surrey, United Kingdom

From 3–6 October 2025, **Assoc. Prof. Dr. Fakarudin Kamarudin** served as a Visiting Lecturer at Surrey Business School, University of Surrey. The visit provided an important platform for academic exchange, particularly through discussions on research in Data Envelopment Analysis (DEA), collaborative opportunities, and knowledge sharing with faculty and postgraduate students. In addition, the engagement included conversations on the strategic direction and future development of the International Journal of Economics and Management (IJEM), further strengthening scholarly networks and research visibility. This visit enhanced professional learning, fostered international collaboration, and contributed to SBE UPM's ongoing efforts to support globally engaged academic staff and research communities.

Universitas Sebelas Maret, Indonesia

On 30th and 31st October 2025, **Assoc. Prof. Dr. Fakarudin Kamarudin** was invited as a Visiting Lecturer at the Faculty of Economics and Business, Universitas Sebelas Maret, Indonesia. The engagement focused on strengthening research capability and academic development through two key activities: a workshop on Data Envelopment Analysis (DEA) for faculty and researchers, and a talk session on publishing in reputable academic journals for postgraduate students. The programme provided valuable opportunities for knowledge sharing, professional networking, and discussion on best practices in research and scholarly publication. This engagement not only enhanced staff academic exposure but also supported SBE UPM's efforts to cultivate globally competent researchers and foster meaningful international collaborations.



INTERNATIONALISATION

Curriculum



External Review of the MBA Programme

The School of Business and Economics (SBE), Universiti Putra Malaysia (UPM), engaged **Professor Dr. Zhou Jiang** from RMIT University, Australia, as the External Assessor for its Master of Business Administration (MBA) programme.

Professor Dr. Zhou Jiang conducted a comprehensive review of the MBA programme, encompassing curriculum structure, assessment approaches, and the overall student learning experience. The review formed part of SBE UPM's continuous quality assurance and enhancement processes.

The insights and recommendations provided through this external review will contribute to the ongoing improvement of the MBA programme, supporting its quality, relevance, and international competitiveness in preparing future business leaders.

External Assessor of the Bachelor of Accounting (BACC) programme



In July 2025, SBE UPM was honoured to host **Professor Bin Ke**, Provost's Chair and Professor of Accounting at the National University of Singapore (NUS) — one of Asia's leading business schools — as the External Assessor for the Bachelor of Accounting (BACC) programme. His review focused on curriculum quality, academic standards and learning outcomes, offering constructive recommendations to further align the programme with international best practices.

This engagement reinforces SBE UPM's ongoing commitment to delivering accounting education that meets the highest global standards. .

External Assessor of the Bachelor of Economics programme



In September 2025, SBE UPM was honoured to host **Professor Bruno S. Sergi** from the Harvard Kennedy School, Harvard University as the External Assessor for the Bachelor of Economics programme. His review focused on curriculum design, academic rigor and industry relevance, while providing constructive recommendations to ensure the programme continues to align with leading international standards. This external assessment reinforces SBE UPM's commitment to continuous curriculum enhancement, global benchmarking and delivering an economics education that prepares graduates for an increasingly international and competitive environment.

External Assessor of the Bachelor of Business Administration programme



In October 2025, SBE UPM was honoured to host **Professor Dr. Simon Bell** from the University of Melbourne — Australia's top-ranked university and among the world's leading institutions — as the External Assessor for the Bachelor of Business Administration with Honours programme. The visit involved a comprehensive review of the programme's curriculum design, learning outcomes, assessment practices, and industry relevance. The evaluation process also included engagement sessions with faculty members, alumni, and students to ensure alignment with best practices and stakeholder expectations. Through initiatives such as this, SBE UPM reaffirms its commitment to delivering business education that meets global standards and supports continuous improvement in teaching and learning.

INTERNATIONALISATION

Curriculum



2025 MBACHina Awards

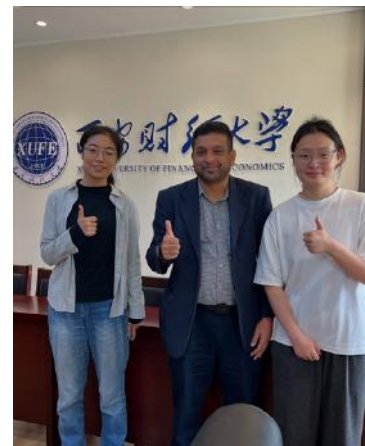
The School of Business and Economics (SBE), Universiti Putra Malaysia, achieved significant recognition at 2025 MBACHina awards that were highlighted at the 17th China MBA Annual Conference & 2025 Business School Annual Ceremony, held in Hainan, China, and during the 2025 China Business School Development Forum in Beijing. SBE received the **Innovative Business School Award 2025**, highlighting its commitment to advancing innovative business education in Asia.

In addition, Dr. Anuar Shah Bali Mahomed was honoured with the **Innovation Leadership Award 2025**, underscoring individual excellence in driving innovative practices within the academic community.

These achievements reinforce SBE UPM's growing global presence and its dedication to shaping future-ready leaders through impactful and forward-looking business education

Global Graduate Exchange Programme (GGEP)

The School of Business and Economics (SBE), Universiti Putra Malaysia, welcomed its first cohort of the Global Graduate Exchange Programme (GGEP) from Xi'an University of Finance and Economics (XUFE), China. Participants Liang and Guo described their experience at SBE UPM as meaningful and fulfilling, expressing gratitude for the opportunities to learn, engage, and build lasting connections.



Their reflections underscore the programme's role in fostering cross-cultural understanding, academic growth, and global friendships, setting the foundation for the GGEP's continued development for future cohorts.

Belt & Road Digital Tourism & Culture Industry-Academia Alliance



On 3rd July, the School of Business and Economics (SBE), Universiti Putra Malaysia, actively participated in the Belt & Road Digital Tourism & Culture Industry-Academia Alliance in China, contributing as a panelist and showcasing its Executive Education programmes.

Through panel discussions and a dedicated booth presence, SBE UPM highlighted initiatives aimed at enhancing professional skills and delivering industry-relevant experience. This engagement supports the School's broader objectives of expanding global mobility, fostering international partnerships, and strengthening its presence across the Belt & Road region

Mega Ayo Kuliah di Malaysia 2025



The School of Business and Economics (SBE), Universiti Putra Malaysia, participated in Mega Ayo Kuliah di Malaysia 2025 in Jakarta, representing UPM alongside other faculties. The education fair provided a strategic platform for SBE UPM to engage with prospective students and share insights into its academic offerings as a triple-accredited business school.

Organised by Education Malaysia Global Services (EMGS), the event aims to promote Malaysian higher education to students across the ASEAN region. The fair was officiated by YBhg. Datuk Dr. Anesee Ibrahim, Secretary General of the Ministry of Higher Education Malaysia, who also visited the UPM booth.

SBE UPM's participation reflects its ongoing commitment to strengthening international student recruitment and enhancing UPM's presence within the regional higher education landscape.

INTERNATIONALISATION

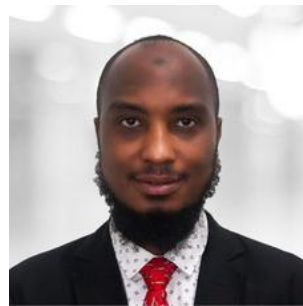
Curriculum

Internationalization of Faculty at SBE UPM: Enhancing Global Perspective and Academic Excellence

Significant progress has been made in advancing the internationalization agenda at the School of Business and Economics (SBE), UPM. On 9 December 2025, Dr. Mahmoud Mohamed Ahmed Abdelrehim from Egypt was appointed as Senior Lecturer (Applied Finance), further strengthening the School's global academic profile. With this appointment, SBE UPM now has four international faculty members, namely:



Assoc. Prof. Dr. Matemilola Bolaji Tunde
(Nigeria)



Dr. Umar Bala
(Nigeria)



Dr. Apriani Kurnia Suci
(Indonesia)



Dr. Mahmoud Mohamed Ahmed Abdelrehimi
(Egypt)

These appointments reflect SBE UPM's commitment to diversifying its faculty, enriching teaching and research with global perspectives, and supporting the School's broader internationalization goals. The integration of international scholars is expected to further enhance academic excellence and foster deeper global engagement across programmes and research initiatives.

International Research Engagement: ICMS 2025



On 27 March 2025, **Dr. Anusuiya Subramaniam** served as an invited speaker at the International Conference in Management Studies 2025 (ICMS 2025), organised by Walailak University, Thailand. Her research sharing entitled “Sustainable Research for a Thriving and Resilient Future,” aligned with the conference theme “Blue Carbon and Sustainable Tourism,” emphasizing the vital role of coastal ecosystems in climate mitigation while supporting responsible tourism development. The conference brought together academics, policymakers, and industry practitioners to exchange ideas and foster collaboration toward sustainable development, reflecting SBE UPM’s commitment to impactful international research and global knowledge sharing.

Joint Research Seminar at Chung-Ang University, Seoul, South Korea



On 24 June 2025, **Dr. Anusuiya Subramaniam** and **Dr. Rosmah Mohamed** served as invited speakers at the Joint Research Seminar hosted by the AACSB-accredited Chung-Ang University Business School, Seoul, South Korea. The seminar provided a dynamic platform for scholarly exchange and cross-institutional collaboration, with participation from a faculty member of the University of Dayton, USA (AACSB-accredited). Their involvement enriched the discussion, broadened research perspectives, and opened new opportunities for academic partnership. This engagement highlights SBE UPM’s commitment to high-impact research, international collaboration, and global academic excellence, while paving the way for future joint initiatives.

INTERNATIONALISATION

Research

Global Conference on Business and Economics Research (CCBER) 2025



The Global Conference on Business and Economics (CCBER) 2025 was held on 27–28 September 2025 at the Everly Hotel, Putrajaya, bringing together students and academics from both local and international institutions. With the theme “Empowering ASEAN’s Prosperity: A Global Partnership for Business Innovation and Sustainable Growth,” the conference provided a dynamic platform for idea exchange, networking, and collaborative exploration of innovative approaches to sustainable development. The participation of SBE UPM’s top management and support from key sponsors demonstrated strong institutional commitment to advancing impactful research. The conference underscored the importance of inclusivity, collaboration, and diverse perspectives in fostering innovation and building a more resilient and equitable future for the region.

The School of Business and Economics (SBE), Universiti Putra Malaysia, participated in the Asian Century Forum 2025, hosted by MBACHina and CUHK MBA, further strengthening its global engagement.

Alongside leading institutions such as Shanghai Jiao Tong University and Peking University, SBE UPM explored key themes including entrepreneurship, sustainability, and global leadership—areas aligned with the School’s mission to cultivate future-ready business leaders.

The participation enhanced SBE UPM’s international presence and reaffirmed its commitment to fostering meaningful collaborations and advancing impactful business education.

Asian Century Forum 2025



Asia Pacific Leaders Summit (APLS) 2025

Dr. Hanna Ambaras Khan represented School of Business and Economics (SBE), Universiti Putra Malaysia as a speaker at the Asia Pacific Leaders Summit (APLS) 2025, delivering a session on Business Ethics that emphasised integrity, responsibility, and ethical leadership as foundations for a values-driven future.

The summit convened 36 youth leaders from 11 countries, providing a platform to develop global skills and perspectives, and preparing the next generation to navigate complex challenges with purpose and ethical awareness.



Publication Talk: Quality Research and Publication



On 8 July 2025, SBE UPM hosted **Professor Yusuf Karbhari**, Maybank Chair and Professor at Cardiff University, United Kingdom, for a research seminar entitled Quality Research and Publication that attracted strong participation from academics and postgraduate students. The session focused on enhancing research quality, publication strategies and the importance of ethical scholarship. Professor Karbhari emphasized that impactful research requires both rigorous methodology and responsible dissemination, reinforcing the message that publication must be driven by purpose and academic integrity. The seminar motivated participants to pursue high-quality research outputs aligned with international standards and societal relevance.

On 4 September 2025, SBE UPM welcomed **Professor Dr. Gabriel Eweje**, Editor-in-Chief of Corporate Governance (Emerald; JCR Q1), along with **Dr. Masahiro Hosoda**, Associate Editor, and Mr. William Loh, Customer Success Partner at Emerald Publishing. The visit focused on strengthening research visibility and exploring avenues for SBE academics to expand contributions in areas such as corporate responsibility, ethical leadership, sustainability, and governance — key themes driving global business scholarship. This engagement reinforced SBE UPM's commitment to advancing high-impact research and highlighted the School's growing presence within the international academic community.

Emerald Publishing

