



THE TRIPLE CROWN BUSINESS SCHOOL



# INDUSTRY COMMUNITY ALUMNI NEWSLETTER

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## IN THIS NEWSLETTER

### FROM THE DEAN'S DESK

Ramadan Kareem & Salam Ramadan Al-Mubarak

### PROMINENT ALUMNI

The Story of Misha Nanthakumar

### INDUSTRY LINK

### COMMUNITY ENGAGEMENT



# FROM THE DEAN'S DESK

## RAMADAN KAREEM & SALAM RAMADAN AL-MUBARAK

On behalf of the School of Business and Economics, I would like to extend my heartfelt Ramadan greetings to our valued alumni, Community of Practice members, and esteemed industry partners.

As we welcome this blessed month, may it bring peace to our hearts, clarity to our intentions, and barakah to our endeavours. Ramadan is a time of reflection, compassion, and renewed commitment – values that continue to strengthen the bonds within our SBE community and the partnerships we deeply cherish.

May this sacred month inspire us to continue striving for excellence, fostering meaningful collaborations, and contributing positively to our society and nation.

Wishing you and your loved ones a blessed and meaningful Ramadan. May your fasting and prayers be accepted, and may this month bring continued success and prosperity to all.



*Prof. Dr. Bany Ariffin Amin Noordin*  
DEAN OF SBE



## BUSINESS GROWTH: ROI INSIGHTS FROM LIMA 2025

DR. MUHAMMAD DAANIYALL ABD RAHMAN (LANGKAWI)



Appointed as a subject matter expert to design and manage the data collection process, to assess the impact of Langkawi International Maritime and Aerospace Exhibition 2025 on the local community as well as the return on investment (ROI) for exhibitors.

The project involves the development of research instruments, as well as evidence-based data collection and analysis to evaluate the economic, social, and business impacts, thereby supporting a comprehensive and structured assessment of the effectiveness of LIMA 2025.

The impact evaluation project for LIMA 2025 provides an evidence-based analytical foundation to assess the event's contribution to local community development and exhibitors' return on investment.

The findings support organizers and policymakers in understanding the resulting economic and business impacts, while identifying areas for improvement to enhance the effectiveness of future editions. Additionally, the study strengthens accountability, supports strategic planning for large-scale events, and maximizes economic benefits at both the local and national levels.





## COLLABORATION ON PROFESSIONAL CERTIFICATE WITH OUTSTANDING ENTREPRENEURS SDN BHD

ASSOCIATE PROFESSOR DR. NG SIEW IMM



Series of professional development programmes had taken place, including Leadership Workshops, Public Speaking Workshops, Marketing Strategy Workshops, and Profit and Loss Analysis sessions. Each programme typically spans three days and includes structured learning modules, practical exercises, and assessments. The workshops are delivered by HRDF-certified trainers, with professional certificates and membership recognition awarded upon completion. Customized team-building activities and comprehensive training packages are also offered to enhance teamwork, communication, and organizational performance.

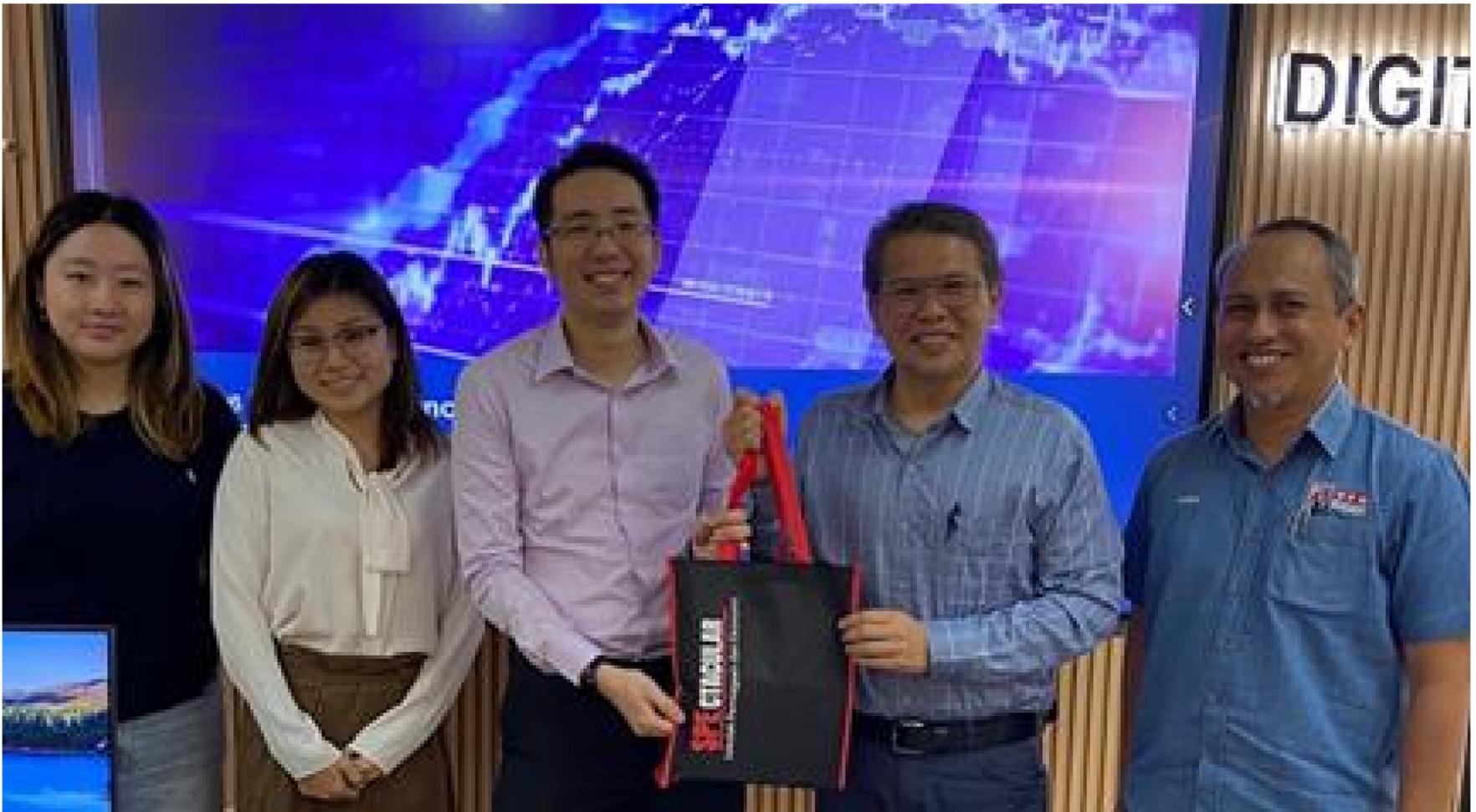
Collaboratively co-designed workshop content, co-evaluated participants, and established co-branding initiatives between UPM and OE in delivering structured training programmes to SME owners and employees. This partnership enhances training quality, strengthens industry-academia collaboration, and supports capacity building among SMEs.





## BUSINESS VALUATION

ASSOCIATE PROFESSOR DR. NAZRUL HISYAM BIN AB RAZAK



The Business Valuation Principles and Practice Workshop conducted at SBE Digital Nexus Lab, aimed at guiding and introducing academic officers to the definition and explanation of key valuation concepts and fundamental principles of value. The workshop focused on strengthening participants' theoretical understanding and practical application of business valuation methodologies.

The workshop supported academic officers, particularly those in the fields of Finance and Accounting, in identifying, assessing, and managing potential biases in valuation practices. It also enhanced their capability to document, prepare, and present valuation reports in accordance with the International Valuation Standards Council standards (IVS), thereby improving professional rigor and compliance with international best practices.





# COMMUNITY ENGAGEMENT

## AMALAN LESTARI ANAK BISTARI

DR. MOHAMMAD NOOR HISHAM BIN OSMAN



The project aims at exposing and instilling knowledge as well as best practices in sustainability among underprivileged youth, particularly orphans and children from poor and needy background residing in welfare homes; while promoting SBE UPM brand to the wider community through community engagement initiatives.



The programme was conducted through an interactive and structured session comprising; presentation focusing on sustainability awareness and best practices, interactive discussion to reinforce understanding and encourage participation, educational and creative activity designed to enhance engagement while embedding sustainability themes, presentation of prizes to winners followed by a formal closing of the programme. This initiative combined educational outreach, community service, and institutional branding in a meaningful and impactful manner.



# COMMUNITY ENGAGEMENT

## AUDIT BUZZ

ASSOCIATE PROFESSOR DR. MAZLINA BINTI MUSTAPHA



A briefing session and interactive activities with Form 5 students of SMK Seksyen 1 Bandar Kinrara were conducted on 12 June 2025.

The programme began with an ice-breaking session, followed by a briefing on the subject of Auditing as covered in the secondary school syllabus. Students were introduced to the differences between auditing and accounting, as well as the ethical responsibilities of an auditor. Key issues relating to fraud elements were emphasized to help students differentiate between ethical and unethical practices in business environments.

Quizzes and group activities were conducted to encourage active participation, allowing students to ask questions and express their views. The group activities were also designed to foster teamwork, collaboration, and critical engagement among the students.





# COMMUNITY ENGAGEMENT

## BENGGKEL KESEDARAN KESELAMATAN SIBER

DR. FARAHDILAH BINTI GHAZALI

### Project Objectives:

The talk entitled “Privacy and Personal Information” was specifically designed to achieve the following objectives:

- To enhance participants’ awareness of the definition and value of personal information in the digital era.
- To expose participants to common cyber threats targeting personal data, such as phishing, smishing, and various forms of scams.
- To equip participants with practical knowledge and actionable steps to protect their personal information when using mobile devices and social media platforms.
- To build confidence among senior citizens in rejecting suspicious requests for personal information received online or via telephone.

### Summary of Activities Implemented:

On 3 February 2025, a comprehensive Cybersecurity Awareness Workshop was organized at the Pusat Aktiviti Warga Emas Putrajaya (PAWE), Putrajaya. The workshop was designed to enhance digital literacy and online safety awareness among senior citizens. The programme featured four invited speakers who addressed key topics related to cybersecurity and digital protection.

As an academic representative from Universiti Putra Malaysia (UPM), Dr. Farahdilah Ghazali was invited to deliver a session titled “Privacy and Personal Information.” The session focused on raising awareness of personal data protection, highlighting common cyber threats, and providing practical guidance to help senior citizens safeguard their information in today’s increasingly digital environment.





# COMMUNITY ENGAGEMENT

## BENGKEL SIMPANKIRA PRINSIP AKAUN (SELANGOR ZON B)

DR. ASLAM IZAH BINTI SELAMAT

This workshop was conducted to introduce the PSM Simpankira board game as an innovative tool to enhance the teaching, learning, and assessment of bookkeeping. The game was developed in accordance with the DSKP syllabus issued by the Kementerian Pendidikan Malaysia and has received approval from the JK Penilaian Bahan PdP – Produk Swasta, KPM for implementation in schools.

The game-based learning approach simplifies complex and comprehensive accounting concepts, making them more engaging and accessible for students. It aims to improve students' understanding and motivate them to develop greater interest in the Principles of Accounting subject.

Through the workshop, teachers from the participating schools were introduced to the application of serious games in the teaching and learning (PdPc) of Principles of Accounting. A demonstration session was conducted by the project team, during which teachers had the opportunity to experience and play the board game using the structured module developed.

Each participating school was provided with one set of the Simpankira board game. The knowledge and skills acquired during the workshop were subsequently transferred by the teachers to their respective students, ensuring wider dissemination and sustained impact of the initiative.



# PROMINENT ALUMNI

## MISHA NANTHAKUMAR



To name a few, I have been the President of School of Business and Economics Student Association (SBESA) 2019/2020, Top 20 Asia Region Campus Director of Hult Prize OnCampus Programme 20/21, Global Excellence Young Leader Award recipient from Malaysian Students' Global Alliance (MSGGA) in 2020, Merit Listed Candidate (Malaysia) for ASEAN-Australia Strategic Youth Partnership (AASYP) Speaker Series 2020/2021, Top 50 Malaysia Young Talents by Monsta Asia 2020, and more. Besides, I am grateful for the media features as seen on Selamat Pagi Malaysia, Rakita.FM, Remaja, Astro Ulagam, Varnam Malaysia, Vanakam Malaysia, etc.

***"Aim for the moon, because even if you miss, you'll land among the stars" – Emma Hart.***

That's the mindset that constantly pushes me to do more, because we are here to thrive, not just survive. And you'll never know, if you don't try.

Hi everyone, here's a little about my journey. I am Misha Nanthakumar, a BBA graduate from the School of Business and Economics (SBE), UPM. I graduated in the year 2022 and was honoured to be the recipient of the prestigious Royal Education Awards (Anugerah Pelajaran DiRaja) conferred by Majlis Raja-Raja Melayu), besides being the Valedictorian for my class graduation during the 46<sup>th</sup> Konvokesyen of UPM. Currently, I am in my 2<sup>nd</sup> year of pursuing my fast-track PhD under SBE, UPM in the field of supply chain management, while juggling along my corporate career as a procurement analyst in Daikin Malaysia.

To reminisce my journey as an undergraduate, I have been someone who enjoy and pursue holistic development, in terms of academics, leadership, co-curricular involvement, social impact causes, youth advocacy and more. I am also humbled to have received several recognitions to date, both locally and internationally.



Among all, one of my undergraduate journey milestones that stays close to my heart, would be the opportunity to be part of the Hult Prize Global Accelerator Program in the Hult International Business School, United Kingdom in 2021.

My active participation in leadership and youth-based activities did not stop after stepping into corporate life after my university graduation. In 2023, I had the privilege to represent Malaysia as the youth representative for the ASEAN-Japan Special Youth Forum in Tokyo, Japan. Besides, I was also part of the Malaysian Youth Delegate for the Malaysia-Korea Youth Exchange Programme organised by KBS in 2023.



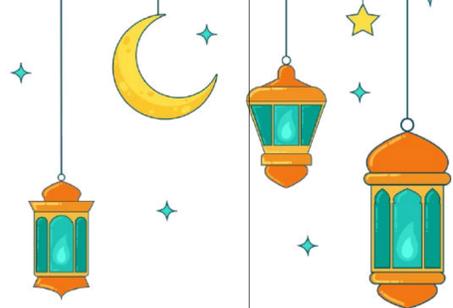
# PROMINENT ALUMNI

## MISHA NANTHAKUMAR

In the current time, I am humbled to be part of the 8<sup>th</sup> Cohort (2025/26) of the leadership development programme by Axiata Foundation to further enhance my business knowledge and my professional growth.

Lastly, I am thankful to Daikin Malaysia (DAMA) for awarding me with the DAMA Group scholarship (Batch 2018) and for serving a platform for me to begin my career with. Currently, I serve as the senior executive in procurement, DAMA. My professional milestones include to have managed over 3 NPI projects (North America, Europe, Malaysia regions) from start to mass production phase, implement cost down initiatives ranging over total of RM1 million, leading metal component strategic planning, assisting procurement digitalization initiative for care vendors, and more. Besides, my non-work-related engagement include, being elected as the pioneer President of Daikin Scholar Society for term 2025/26, event emcee for over 10 Daikin events, invited alumni speaker for Infinite Talent Camp (ITC), more.





# PROMINENT ALUMNI

## MISHA NANTHAKUMAR



In short, the journey has never been easy, but neither impossible. I am a firm believer that success is a journey, not a destination. For the little milestones achieved this far, it is never an overnight success. Instead, it's the pursuit of dreaming big, believing in one's goals, followed by determination, discipline, perseverance and silent sacrifices on the path to success. Not to forget, one of the fundamental essences that makes me who I am today is the strong support system around me - my father (Mr Nantha, also an alumni of SPE, UPM), my mother (Ms Punitha) and my elder sister (Ms Dusha), besides supportive family members, fellow educators, mentors, friends, colleagues and my connections. I am eternally grateful for all the blessings received on my path too. Again, I'd like to end with the quote,

***"Aim for the moon, because even if you miss,  
you'll land among the stars"***  
– Emma Hart.





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