

INDUSTRY

ALUMNI

COMMUNITY



# MUBARAK

# FROM THE DEAN'S DESK

## INDUSTRY AND COMMUNITY TRANSFORMATIVE BUSINESS SCHOOL (INTERNATIONAL STANDING)

As Dean, I view our efforts as a key connector between academia, industry, and the community. Our 2026–2030 strategic direction positions SBE as a driving force in ensuring that our teaching, research, and student experience remain relevant, impactful, and aligned with real-world needs.

We are strengthening industry-integrated learning through advisory boards, specialised labs, consulting projects, and various initiatives. At the same time, our commitment to community engagement is reflected through partnerships with public and private organizations, in ensuring our work contributes meaningfully to society.

Our global engagement efforts, including immersion programmes and international collaborations, continue to enhance SBE's global outlook while maintaining strong local relevance. These initiatives are supported by active partnerships with corporates, government agencies, and international institutions.

Alumni engagement and student employability remain central to our mission. Through strong alumni networks, mentorship opportunities, and industry linkages, we are committed to preparing our graduates for impactful careers while fostering lifelong connections with SBE.

Through these efforts, we continue to strengthen SBE's position as a globally benchmarked, locally impactful business school, where education and research drive innovation and meaningful societal progress.



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

## A SCHOLARLY PUBLICATION ON THE ANALYSIS OF SUPPLY AND DEMAND OF STEM TALENT

DR. NADIAH RUZA



The project begins with a comprehensive review and refinement of the analytical framework for STEM talent demand and supply, ensuring that it is well-aligned with the objectives of the Demand Dynamic Analysis (DDA). This step is crucial in establishing a robust foundation that accurately captures the dynamics between workforce needs and talent availability. A detailed assessment of data readiness and availability is conducted, involving collaboration with relevant agencies to evaluate existing datasets for both demand and supply components. This includes identifying gaps, inconsistencies, and opportunities for data integration to strengthen the overall analysis. To further support the implementation of the framework, participants are equipped with essential analytical skills through targeted training sessions.

These sessions focus on basic analytical techniques and the development of projections using real datasets, with hands-on application through tools such as Excel and modelling approaches. Collectively, these efforts aim to enhance both the quality of analysis and the capacity of stakeholders to generate data-driven insights for informed decision-making.

This activity enhanced the Ministry's reputation through the production of high-impact academic publications, and strengthening officers' capabilities in making evidence-based decisions. Overall, it enhanced MOSTI's capacity to formulate more effective policies and interventions.

## KFC DAN PIZZA HUT (QSR BRANDS') CONTRIBUTION FOR 'MAJLIS BEBUKA PUASA' AT SMK KING GEORGE V, BAGAN SERAI ASSOC. PROF. DR. ANUAR SHAH BALI MAHOMED



The contribution by KFC and Pizza Hut under QSR Brands (M) Holdings Bhd has provided meaningful support for the organisation of the *Majlis Berbuka Puasa*, involving SMK King George V, the Bagan Serai Community, and the School of Business and Economics (SBE), Universiti Putra Malaysia (UPM). This contribution reflects QSR Brands' ongoing commitment to corporate social responsibility (CSR), particularly in supporting local communities and educational institutions.

Through the provision of iftar meals, this initiative not only helped to ease the burden of the organisers and beneficiaries, but also strengthened the spirit of goodwill and collaboration among industry players, the community, and academic institutions. The involvement of KFC and Pizza Hut also supports efforts to foster the values of togetherness, social compassion, and the spirit of sharing during the blessed month of Ramadan. This contribution demonstrates the active role of QSR Brands as a strategic partner of SBE UPM and the wider community, in line with the company's core values and commitment to social responsibility and community care.



## NATIONAL WAGES CONSULTATIVE COUNCIL MALAYSIA

PROF. DR. RUSMAWATI SAID



The initiative focuses on conducting a comprehensive study on wage levels across various sectors nationwide, alongside analysing key economic factors such as inflation, cost of living, and workers' basic needs to assess the necessity of increasing the minimum wage. As part of this effort, discussions and consultation sessions were held with key stakeholders, including employers, labour unions, employee representatives, and government agencies, to gather diverse perspectives and feedback. Particular attention is given to collecting views from affected groups, such as informal sector workers and small employers, to ensure a more inclusive and balanced assessment.

The expected outcomes of this initiative highlight its broader significance. An increase in the minimum wage has the potential to improve the standard of living for low-income workers, enabling them to better meet their basic needs. At the same time, establishing an appropriate minimum wage level can help reduce income inequality between low- and high-income groups within the country. It contributes to a more sustainable economic environment by ensuring that workers possess sufficient purchasing power, which in turn supports domestic demand and overall economic growth.



# COMMUNITY ENGAGEMENT

## ‘HENTIKAN GANGGUAN SEKSUAL’ (ANTI SEXUAL HARRASSMENT) TALK

DR. MEOR RASHYDAN ABDULLAH



An Anti-Sexual Harassment talk was conducted for Form 4 students to raise awareness about the various forms of sexual harassment, students' rights in risky situations, as well as the appropriate preventive measures and reporting channels. Students were exposed to topics such as safe body language, personal boundaries, and appropriate ways to respond when facing uncomfortable situations. Interactive activities were also carried out through brief case discussions to help students identify situations involving sexual harassment and understand the appropriate actions to take.

The objectives of this initiative are centered on equipping students with essential knowledge and awareness to ensure their personal safety. It aims to increase students' understanding of the meaning, various forms, and warning signs of sexual harassment, both within the school environment and in their daily lives. In addition, the initiative seeks to educate students about their right to personal safety, with a strong emphasis on respecting personal boundaries and understanding the concept of consent. It also focuses on helping students identify potentially risky situations and equipping them with practical preventive measures, enabling them to better protect themselves from sexual harassment and respond appropriately when faced with such circumstances.

# COMMUNITY ENGAGEMENT

## ECOPUTRA: UPCYCLING FOR A SUSTAINABLE ECONOMY

ASSOC. PROF. DR. LEE CHIN

The programme centred on fostering deeper awareness and stronger appreciation of sustainable practices, particularly within the framework of the circular economy. It seeks to increase participants' understanding of the importance of integrating green practices into their daily lives, highlighting how individual actions can collectively contribute to environmental sustainability. At the same time, the programme exposes participants to practical and innovative approaches to reusing resources, demonstrating how materials that are often discarded can be repurposed in meaningful and valuable ways. In doing so, it also introduces participants to the potential of generating income through upcycling, encouraging an entrepreneurial mindset where waste is transformed into marketable products.



Overall, the programme was positively received, with participants expressing a high level of satisfaction with both the content and delivery of the activities. Many indicated their interest in seeing similar programmes organised in the future, reflecting the relevance and impact of the initiative. Participants also reported that the programme had successfully encouraged them to adopt a more creative approach in repurposing materials and to become more mindful of their consumption and waste habits. This suggests that the programme not only raised awareness but also inspired behavioural change, reinforcing its role in promoting sustainable practices and supporting the broader goals of environmental responsibility and resource efficiency.

# COMMUNITY ENGAGEMENT

## FROM HERE TO THERE: PATH WAY AFTER SPM

PROF. DR. ONG TZE SAN



At the same time, the programme supports broader career education efforts within schools by providing meaningful, accessible, and visually engaging information on degree programme options as well as available financial assistance, ensuring that students are better equipped to plan their future pathways.



The programme aims to provide detailed and interactive exposure to Form Five students in the Accounting and Business stream regarding the academic pathways available to them after SPM. It is designed to support students in making more informed decisions by helping them better understand their individual interests, personal strengths, and future aspirations. In addition, the programme seeks to enhance students' understanding of the structure of the Accounting programme at UPM, including the progression towards obtaining professional certifications, thereby giving them clearer direction for their academic and career planning.

The project aims to equip Form Five Accounting and Business students with clear and interactive exposure to post-SPM academic pathways, enabling them to make informed decisions aligned with their interests, strengths, and future aspirations. It enhances students' understanding of UPM's accounting programmes and professional qualification routes, while providing a two-way engagement platform through a gallery-walk approach that strengthens soft skills for both university and school students. Additionally, the project supports career education efforts by delivering visually engaging and meaningful information on degree options and financial assistance opportunities.

# PROMINENT ALUMNI

## MAHENDRAN MARUTHAI

### BUILDING GLOBAL PATHWAYS THROUGH EDUCATION



## STUDY ABROAD

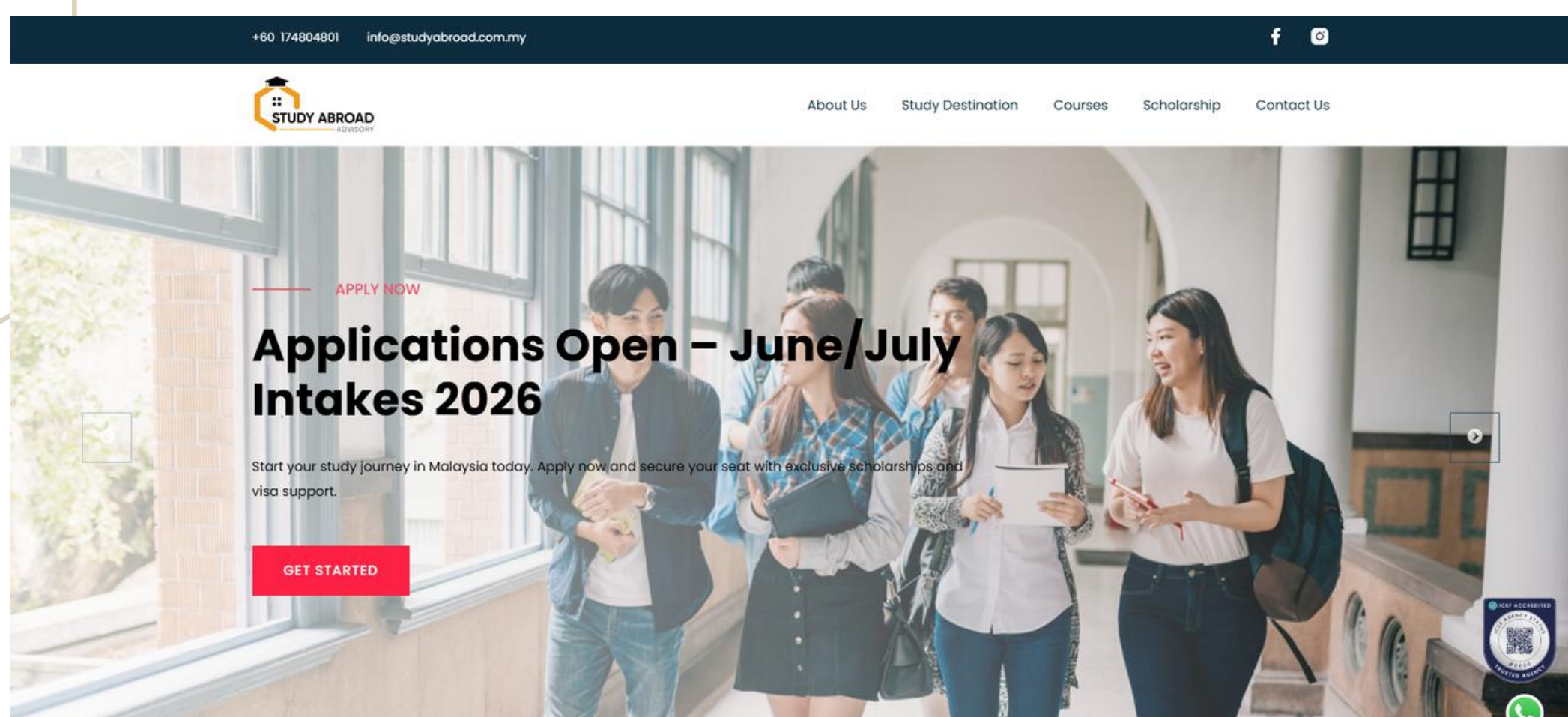
ADVISORY

Education remains one of the most powerful bridges connecting people, cultures, and opportunities across borders. For Mahendran Maruthai, this belief has been the driving force behind a career dedicated to expanding access to international education and strengthening global academic collaboration.

A proud alumnus of Universiti Putra Malaysia (UPM), Mahendran's academic journey laid the foundation for his professional path. He earned his **Bachelor of Business Administration (BBA)** and later pursued his **Master of Business Administration (MBA)** Degree at UPM. Demonstrating a deep commitment to lifelong learning, he is currently in the final semester of his **Doctor of Philosophy (PhD)** with the **Faculty of Ecology** at the same university.



Following his graduation, Mahendran built extensive experience within Malaysia's higher education industry, focusing on international student recruitment, global partnerships, and education marketing. Over the years, he worked closely with universities and institutions worldwide, helping them expand their international presence and attract students from diverse regions. These experiences gave him firsthand insight into the transformative power of education—not just in terms of academic achievement, but in shaping individuals into globally aware, adaptable, and independent thinkers.



# PROMINENT ALUMNI

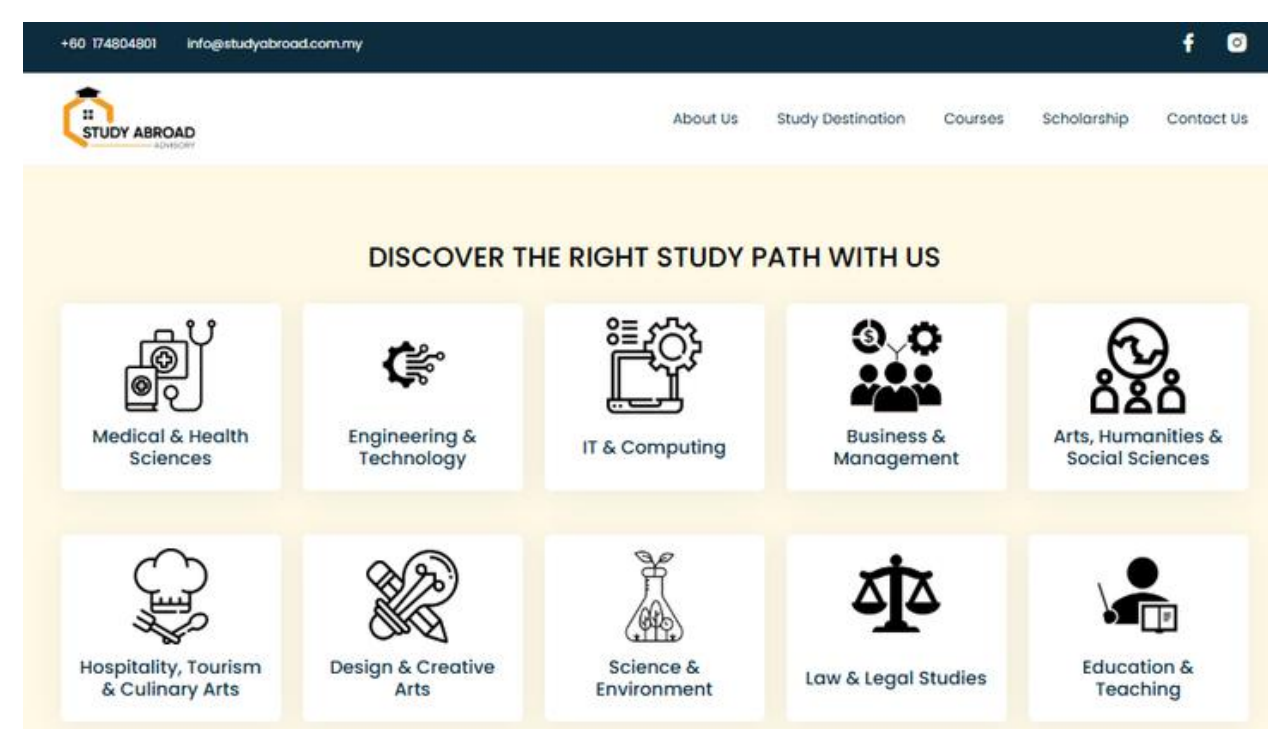
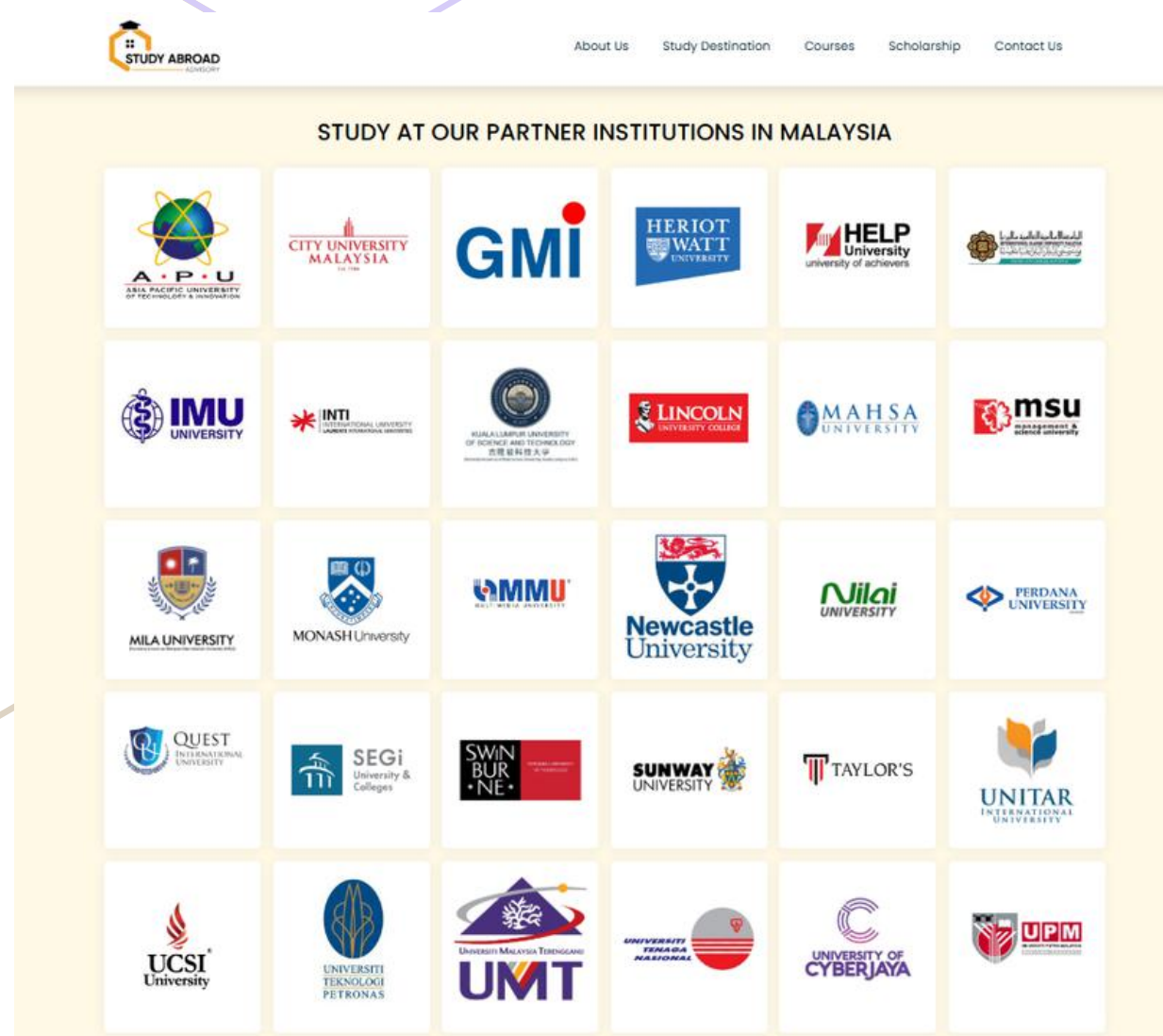
## MAHENDRAN MARUTHAI

### BUILDING GLOBAL PATHWAYS THROUGH EDUCATION

Today, Mahendran is the **Founder and Managing Director** of **Study Abroad Advisory**, an international education consultancy based in Seremban, Negeri Sembilan. Through this platform, he connects students with higher education opportunities both in Malaysia and abroad, while also supporting institutions in building meaningful international collaborations. Leveraging a strong global partner network across Asia, Africa, and the Middle East, Study Abroad Advisory works with universities, recruitment partners, and educational institutions to facilitate student mobility, academic partnerships, and institutional linkages. The organisation provides end-to-end support for students—from programme selection and admissions to visa processing and post-arrival guidance—ensuring a smooth and enriching educational journey.

Mahendran is also a strong advocate for Malaysia as an emerging global education hub. He believes the country's quality academic institutions, multicultural environment, and competitive tuition fees position it as an attractive destination for international students. Promoting Malaysia on the global stage continues to be a key passion in his professional journey.

Reflecting on his career, Mahendran emphasises that success in the education sector is built on trust, relationships, and a genuine commitment to student success. He encourages current students and young graduates to remain adaptable, build strong international networks, and stay open to opportunities beyond their comfort zones. Grateful for the role Universiti Putra Malaysia has played in shaping his journey, Mahendran stands as a testament to how a strong academic foundation, combined with global vision and purpose, can create meaningful impact across borders. Through his work, he continues to contribute to the growth of international education while empowering students to pursue opportunities that transform their lives.





**MALAYSIA'S  
FIRST & ONLY  
TRIPLE  
CROWN**  
**ACCREDITED BUSINESS SCHOOL**

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