

INDUSTRY COMMUNITY ALUMNI NEWSLETTER

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FROM THE DEAN'S DESK

HAPPY NEW YEAR 2026 TO ALL SBE'S COMMUNITY AND ALUMNI



Today, our School stands at the forefront of a bold vision, as a transformative industry and community business school. This agenda is not merely a framework; it is a living commitment to bridge academia, industry, and society in ways that create lasting impact.

Our school recognizes that knowledge alone is not enough. It must be translated into innovation, responsibility, and service. By fostering deep collaboration with industry partners, engaging meaningfully with communities, and advancing rigorous academic inquiry, we ensure that our graduates are more than professionals—they are innovators, responsible leaders, and catalysts of community.

This transformative agenda empowers students to see beyond boundaries, to connect theory with practice, and to align personal success with collective progress. It is about nurturing leaders who measure achievement not only by profit, but by purpose; not only by growth, but by generosity.

As we move forward, let us embrace this agenda with courage and conviction. Together, we will shape a business school that is not just an institution of learning, but a beacon of collaboration, innovation, and social responsibility—where every graduate carries the torch of change into industry and society.



OUR VISION

SBE UPM vision is to be recognised as one of the leading business schools dedicated to fostering excellence in education, research and societal engagement.



OUR MISSION

SBE UPM strives to grow and expand as one of the leading business schools globally by advocating to our philosophy - **"With Knowledge We Serve."** We empower our people to develop and deliver education and research through sustainable practices; producing innovative and insightful clientele and alumni who create value for business and society, impacting the nation and beyond.

5&4 STAR PROJECTS



INDUSTRY LINKAGE



ACCA MALAYSIA SPONSORSHIP FOR UPM BACHELOR OF ACCOUNTING STUDENTS' ACCELERATE REGISTRATION FEE 2024 - 2030

Since 2014 when UPM signed an MOA with ACCA Malaysia for Partnership for the ACCA Accelerate Program [which allows UPM Bachelor of Accountancy (BP) (Honours) students to take the ACCA exam for the last 4 papers out of 13 ACCA papers while in their 3rd year of study], more than 30 UPM BA students have registered as ACCA Accelerate students. The number of ACCA Accelerate registrations has continued and increased every year since 2014 until now. As of November 2024, there have been 31 BP UPM students registered as ACCA Accelerate students and this number is expected to increase when PTPN students are allowed to obtain and extend their PTPN loans to sit for the ACCA exam starting this year.

ACCA Malaysia has taken the initiative to help ease the burden of students paying the ACCA Accelerate registration fee by sponsoring a refund of this fee payment since 2023. For 2024, 13 students have received a refund due to this refund sponsorship for those who registered as ACCA Accelerate students between January 2024 and March 2024. By registering as ACCA Accelerate students in 2024, a total of 31 BP UPM students have received a reduction in the ACCA examination cost of RM5,955 per person, which is a discount on the registration fee (amounting to RM380 per person), ACCA exemption fee (amounting to RM4,051 per person for 9 ACCA papers that have accreditation exemption) and an exemption for 2 years of annual subscription fees (amounting to RM1,514 i.e. students only need to start paying the annual subscription fee one year after they graduate).

ACCA Malaysia also funded 1 online ACCA tuition class, namely for the Strategic Business Leader paper or the Strategic Business Reporting paper for a period of 3 months under the ACCA Admix program. The cost of this tuition class is RM1,000. There has been an increase from year to year since 2014, referring to ACCA records, UPM BP students took the ACCA exam during their studies and the number of students who have successfully passed the ACCA exam and subsequently after accumulating 3 years of work experience in the accounting and relevant field they became full members of ACCA and successfully obtained professional positions and high salaries in the private sector.

Project led by **Assoc. Prof. Dr. Nur Ashikin Mohd Saat.**

INDUSTRY NETWORK



ANALYZING THE IMPACT OF WAGE INEQUALITY AMONG MSMES ON LABOR PRODUCTIVITY GROWTH IN MALAYSIA'S LABOR MARKET: A STUDY OF THE GINI COEFFICIENT DYNAMICS

EMBASSY OF SEOUL, KUALA LUMPUR

DR. MUHAMMAD DAANIYALL ABD RAHMAN

This research aims to explore the relationship between wage inequality, as measured by the Gini Coefficient, in Micro, Small and Medium Enterprises (MSEs) and labour productivity growth in Malaysia. The study examines how wage differentials among workers in MSEs affect overall productivity, focusing on factors such as worker motivation, organisational efficiency and market competitiveness.

This research provides a deeper understanding of how wage inequality in the MSE sector affects labour productivity growth in Malaysia. The findings help policymakers and industry players identify the mechanisms that link wage structures to workforce performance. The results of this evidence-based analysis support the formulation of more targeted interventions to increase MSE productivity, optimise human resource management, and strengthen the country's overall economic competitiveness.



INDUSTRY COLLABORATION



SELANGOR ECONOMIC OUTLOOK STUDY 2026

MENTERI BESAR SELANGOR
(INCORPORATION)

DR. MUHAMMAD DAANIYALL ABD RAHMAN

The Selangor State Economic Outlook Study 2026 is a comprehensive assessment of the state's economic performance covering sectoral growth, labour market, trade, investment and structural factors that influence Selangor's competitiveness. The study examines the latest data, global and domestic economic trends, as well as risks that could impact the state's development direction. Through an analysis of input-output, productivity indicators and labour market factors, the study provides a comprehensive picture of Selangor's economic strength and growth prospects for the year 2026.

The study provides strategic value to policymakers and industry players by providing evidence-based information to support the state's economic planning. The findings help identify new growth opportunities, sectoral performance gaps and intervention priorities to strengthen Selangor's competitiveness. In addition, the study findings also inform the process of formulating a more inclusive and sustainable development strategy, thus contributing to the effectiveness of state policies and the socio-economic well-being of the people in the years to come.

COMMUNITY ENGAGEMENT

RURAL AGROMICRO EMPOWERMENT

Becoming a mentor and guide in delivering information and guiding B40 entrepreneurs involved in this pome enterprise. With the help of funds from Ambank to further accelerate the process and effectiveness in related activities. The agricultural pome land enterprise involves a process of mixing black soil, and waste from oil palm trees. as an alternative to fertilizer that nourishes plants. Entrepreneurship knowledge from improving ideas to processes to be more effective and efficient as well as digital marketing promotion is 'transferred' to entrepreneurs. Entrepreneurs are more effective in carrying out this pome land agriculture and have subsequently succeeded in guiding and 'creating' jobs for other members of the village community in running the same pome land enterprise. Entrepreneurs have shown confidence and are applying digital such as tik tok in promoting products and the cucumber river in particular.



Project led by
Assoc. Prof. Dr. Mass Hareeza Ali @ Hamid

PROMINENT ALUMNI



SERVING WITH PURPOSE: AN SBE ALUMNUS IN FISCAL AND ECONOMIC POLICY

DR. ABD RAHIM MD JAMIL

*CLASS OF
2024*

“Always do your best” is more than a quote to me; it is a way of life. It reflects my belief that success is built through consistency, integrity and commitment to excellence. Since graduating from the School of Business and Economics, I have been motivated by a strong sense of purpose to serve, to continue learning and to contribute meaningfully to society. I began my career in the private sector before receiving the opportunity to serve in the public sector, driven by my belief that sound economic policies can improve lives and shape a better future. Every role I have undertaken has strengthened my belief that doing one’s best, even in small responsibilities, creates lasting impact over time.

I was initially studies in accounting and later completed the ACCA qualification. I progressed through the Malaysian public service and was appointed as an Administrative and Diplomatic Officer (PTD), gaining valuable exposure to public policy. As my work in public policy deepened, I realised the need for stronger economic understanding, which motivated me to pursue postgraduate studies in economics. I completed my PhD in Economics in 2024 under the guidance of my shifu, Professor Law Siong Hock, an experience that significantly strengthened my analytical thinking and research skills.

Currently, I work in the Fiscal and Economic Division at the Ministry of Finance Malaysia and overseeing macroeconomic performance. My work focuses on economic strategy, fiscal planning and economic forecasting, particularly in addressing structural challenges such as inclusive and sustainable growth. I have been directly involved in the preparation of Malaysian federal budget, policy briefs, Parliamentary papers and analytical inputs that support decision-making and legislative deliberations. In addition, I have contributed to policy discussions and represented my organisation in high-level meetings and international forums. These experiences have broadened my perspective and reinforced the importance of evidence-based policymaking. Guided by the principle of “always do your best,” I remain committed to continuous learning and contributing meaningfully to national development.

To SBE students, especially those still exploring their path, my advice is simple. Build strong fundamentals, stay curious and never be afraid to start small. Economics is not only about models and data, but about understanding people, institutions and real-world problems. Be patient with your progress, keep learning beyond the classroom and develop the ability to communicate ideas clearly. Most importantly, maintain integrity and humility. Success comes not from knowing everything, but from the willingness to keep improving and serving a greater purpose.

COMMUNITY OF PRACTICE

ENGINEERING IMPACT: FROM AIRBUS PLATFORMS TO MALAYSIA'S INDUSTRIAL TRANSFORMATION

Naguib Mohd Nor, a Professional Associate at UPM's School of Business and Economics has established himself as a strategic thought leader in the regional aerospace and high-tech manufacturing space. His journey began in the United Kingdom as an aerospace stress engineer for Stress Analysis and Design Engineering Ltd, one of only a handful specialist aerostructures and systems design firms for Airbus UK in the early 2000's. Working on landmark platforms like the A380 and A350, he developed a deep competence in aircraft structural design and analysis.

Naguib leveraged this deep technical foundation to return to Malaysia and establish what is today the Advanced Manufacturing and Robotics COE (AMRACE), where he serves as CEO. AMRACE is a Manufacturing Centre of Excellence dedicated to technology consulting, Industry 4.0 talent development, and industrial solutions. By bridging high-end engineering with digital transformation, he empowers businesses to excel in next-generation manufacturing.

A pivotal architect of Malaysia's industrial landscape, Naguib was involved in the development and delivery of such things like the Economic Transformation Programme (ETP) and the 12th and 13th Malaysia Plans. He continues to support the government as a board member of MIDA and ISIS Malaysia, and as an advisor to the Selangor State Exco for Aerospace and Technology.

In 2016, he founded the Malaysia Aerospace Industry Association (MAIA). Under his leadership, MAIA has grown from a handful of members to a powerful network of 130 companies, representing the industry to global original equipment manufacturers.



NAGUIB MOHD NOR
CEO OF AMRACE



CAPT. @ KAMARUL NASRAN BIN SULAIMAN
Business Development Manager



DATO' AZHAR HUSIN
Pengarah LHDN
LHDN Wilayah Persekutuan Kuala Lumpur



DATUK NOR YATI AHMAD
Former Malaysian Accountant General
Jabatan Akauntan Negara Malaysia



DATUK JOHAN IDRIS
Head of Audit
KPMG



DATO' ZAKRI AFFANDI ISMAIL
Director
Advanced Air Traffic Systems (M)
Sdn. Bhd.



MOHD FAREZ WAHAB
Principal Assistant Secretary
Fiscal and Economics Division (FED),
Ministry of Finance



DR. RASHIDI SAID
Director
Ministry of Investment, Trade and
Industry

*Life is full of its moments
The ups and downs
Yet your perseverance
For excellence is paramount
As an aspiration to the young ones
Who will...
Eventually paint their own life
canvas too!*

— Aniss, 2024

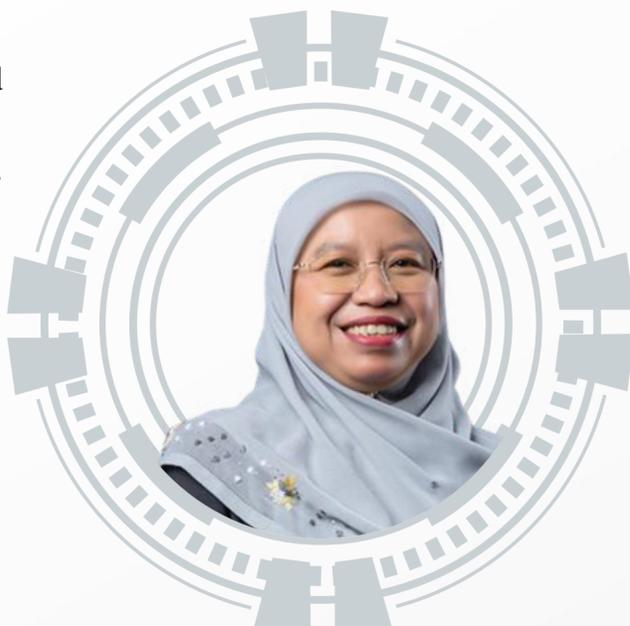
SBE WALL OF FAME



DR. ANEEQ INAM
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HOE KIAN CHOON
Founder and CEO
CUCKOO International Sdn. Bhd



DATUK DR. ZUNIKA MOHAMED
Pejabat Timbalan Ketua Setiausaha
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MASURI MOKHTAR
Chief Assistant Secretary, Secondment
to Shopee Mobile Malaysia as Fellow,
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Itsquoteforlife Enterprise Malaysia



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Deputy Director 1, Environmental
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NURHASMAH BINTI MOHD SALENG
Manager
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SBE WALL OF FAME

PICTURE GALLERY





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