



SCHOOL OF BUSINESS
AND ECONOMICS

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INTERNATIONALISATION REPORT 2024



SBE'S INTERNATIONALISATION TEAM

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 SPE'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.

NAME	ROLE	PORTFOLIO
Dr Anusuiya Subramaniam	Assistant Dean of Internationalisation	Head of Internationalisation Committee
Professor Dr Ho Jo Ann	Team Member	Staff Mobility and International Research
Dr Hanny Zurina Hamzah	Team Member	Student Mobility Coordinator
Dr Apriani Kurnia Suci	Team Member	MoU and Advisory Board
Dr Norazlyn Kamal Basha	Team Member	Betta Gamma Sigma (BGS) Advisor
Dr Syamsul Herman Mohammad Afandi	Team Member	Graduate Student Club (GSC) Advisor
Mr. Muhamad Adib Mohammed	Assistant Dean Officer	Administrative Staff



DR ANUSUIYA SUBRAMANIAM
THE ASSISTANT DEAN OF INTERNATIONALISATION

SBE's internationalization strategy is set to infuse an enriching international, intercultural and global essence into every facet of the School.

SPE to SBE

After half a century of academic excellence, the institution has undergone a transformative journey to elevate its standing in the educational landscape. The evolution from a faculty to a full-fledged business school with international accreditations marks a significant milestone in its history. In 2024, the institution embarked on a strategic rebranding initiative, transitioning from its traditional Malay name "Sekolah Perniagaan dan Ekonomi (SPE)" to the internationally recognized "School of Business and Economics (SBE)." This name change represents more than just a linguistic shift; it reflects the school's commitment to international standards and its aspiration to be recognized among the world's leading business education institutions. The rebranding aligns with the school's internationalization vision to foster global partnerships, attract international students and faculty, and create a more inclusive academic environment that resonates with the international business community. The adoption of an English name enhances the school's visibility to an international audience. This strategic move positions SBE to compete more effectively in the global educational marketplace while maintaining its rich heritage and commitment to academic excellence.

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PERNIAGAAN DAN
EKONOMI**
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The primary goals identified for this next period in SBE's internationalisation are:

1. PARTNERSHIP

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

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.

3. RESEARCH

- 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.

4. CURRICULUM

- 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.

1. PARTNERSHIPS

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 11 new Memorandums of Understanding (MOUs), significantly enhancing the school's international reach. The institution's commitment to global collaboration was evident through 105 international activities spanning partnerships with universities across 31 countries. These diverse interactions explored a wide range of academic and collaborative objectives. These visits encompass a myriad of agendas, including Collaboration Discussions, Educational visit, Conference, Visiting Scholars, Promotional Events, Workshop, Peer Review Team Visit, Staff Exchange, Student Exchange, Joint Research and Data Collections.



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NO	UNIVERSITY	COUNTRY
1	STATE UNIVERSITY OF BANGLADESH (SUB)	BANGLADESH
2	INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE (ISME)	INDIA
3	OSLO METROPOLITAN UNIVERSITY	NORWAY
4	OXUS UNIVERSITY	UZBEKISTAN
5	TASHKENT STATE UNIVERSITY OF ECONOMICS	UZBEKISTAN
6	BINUS UNIVERSITY	INDONESIA
7	EMLYON BUSINESS SCHOOL	FRANCE
8	POLYTECHNIC UNIVERSITY OF THE PHILIPPINES	PHILIPPINES
9	SHANDONG NORMAL UNIVERSITY	CHINA
10	PINGTAN INSTITUTE OF XIAMEN UNIVERSITY	CHINA
11	HSE UNIVERSITY	RUSSIA

MoUs signed and upcoming

MOAS SIGNED IN 2024

NO	UNIVERSITY	COUNTRY
1	BRITISH INTERNATIONAL GROUP	KUWAIT
2	OSLO METROPOLITAN UNIVERSITY	NORWAY
3	OXUS UNIVERSITY	UZBEKISTAN
4	KEDGE BUSINESS SCHOOL, FRANCE	FRANCE
5	EMLYON BUSINESS SCHOOL	FRANCE
6	SHANDONG UNIVERSITY NORMAL	CHINA
7	PINGTAN INSTITUTE OF XIAMEN UNIVERSITY	CHINA
8	BINUS UNIVERSITY	INDONESIA

MOA

MOAs between universities can have a significant impact, particularly when it comes to student exchange programs and more formal academic collaborations. Unlike research collaborations or virtual activities, some collaborations have significant legal and financial implications. MOUs can sometimes be seen as too generic, therefore it is important for SBE to establish MOAs to facilitate student exchange programs, allowing students to study at partner universities for a semester or academic year. These agreements typically outline the terms and conditions, such as tuition fees, credit transfers, and student support services. Collaborations such as twinning programs or the establishment of offshore campuses require detailed contractual arrangements, revenue sharing models, and compliance with local regulations in the host country.

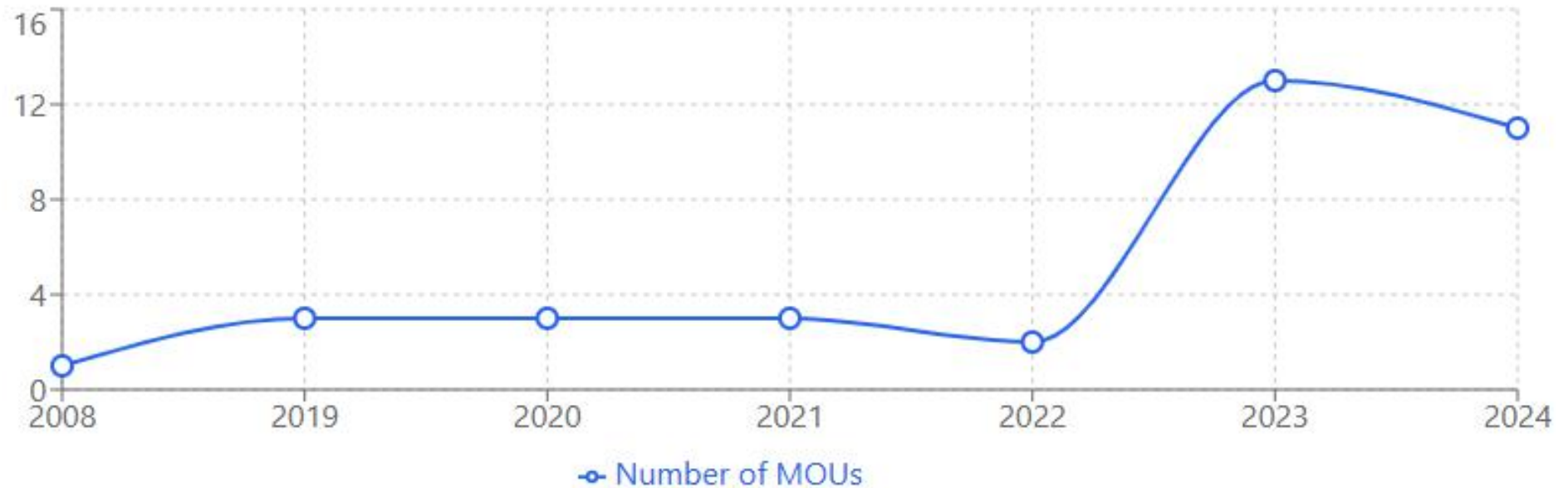
SBE currently has established 8 MOAs with other universities to govern student exchange, twinning programs and offshore campuses.

**SEKOLAH PERNIAGAAN
DAN EKONOMI (SPE UPM)**

50@SPE: HONORING OUR PAST, SHAPING OUR FUTURE

The successful MOUs were established in 2023-2024, indicating active expansion of international partnerships

MOU Trend Analysis (2008-2024)



PARTNERSHIPS ACTIVITIES

UPM And Oxus University (OU) Sign MoU Together to Strengthen International Cooperation

On March 4, 2024, Universiti Putra Malaysia (UPM), through its School of Business and Economics (SBE), signed a strategic collaboration agreement with Oxus University (OU), Uzbekistan, to bolster international cooperation, particularly in implementing Postgraduate Offshore Programmes. The signing ceremony, held at Oxus University, was formalized by the Vice-Chancellor of UPM and witnessed by Prof. Dr. Bany Ariffin Amin Noordin, Dean of SPE. Representing Oxus University, Prof. Emeritus Dato' Dr. Daing Nasir Ibrahim (OU Rector) signed the agreement, with key representatives from both institutions, including Assoc. Prof. Ts. Dr. Anuar Shah Bali Mahomed (SPE Graduate Deputy Dean), Mr. Bakhtishod Khamidov (OU Vice Rector for Administration and Student Affairs), and Mr. Imam Hamid (OU Registrar), in attendance.

This partnership paves the way for SBE to implement Postgraduate Offshore Programmes at Oxus University, anticipated to commence in November 2024, subject to approval. The initial offerings will include Master's programs such as the Master of Business Administration (MBA), Master of Economics, Master of Finance, and Master of Entrepreneurship. Additionally, two proposed programs—Master in Human Resources and Organization and Master in Sustainable Accounting—are undergoing approval processes.

Beyond postgraduate education, the collaboration encompasses initiatives like student and staff exchanges to foster cross-cultural understanding and joint research and development projects. Other activities include workshops, training programs, joint academic courses, and executive learning opportunities. These efforts aim to enhance innovation, feasibility, and knowledge development while empowering research labs and facilitating policy knowledge exchange and publication sharing.



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PARTNERSHIPS ACTIVITIES

UPM and M. Auezov South Kazakhstan University Collaborate to Enhance International Cooperation

On March 4, 2024, Universiti Putra Malaysia (UPM), through its School of Business and Economics (SBE), embarked on a significant collaborative discussion with M. Auezov South Kazakhstan University, aiming to establish a strategic partnership in education and research.

The SBE UPM delegation was led by Prof. Dr. Bany Ariffin Amin Noordin (Dean of SPE) and Assoc. Prof. Ts. Dr. Anuar Shah Bali Mahomed (Deputy Dean of Graduate Studies). From M. Auezov South Kazakhstan University, the discussions included active participation from Dr. Marat Seidakhmetov (Dean of the School of Management and Business), Dr. Ainura Aitymbetova (Head of the Finance Department), Prof. Dr. Gulmira Issayeva (Professor of the Finance Department), and Dr. Galimzhan Pazilov (Senior Lecturer in the Finance Department).

The proposed collaboration encompasses a wide range of initiatives, including joint research, co-publication of findings in prestigious journals, the development of Undergraduate and Postgraduate degree programs, and staff and student exchange programs. Mobility initiatives were also discussed, underscoring the shared commitment to fostering cross-cultural understanding and academic growth.



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PARTNERSHIPS ACTIVITIES

Strengthening Academic Ties with Emlyon Business School, France

On April 19, 2024, the School of Business and Economics (SBE) at Universiti Putra Malaysia (UPM) had the privilege of hosting a delegation from Emlyon Business School, France, to discuss the development of strategic cooperation. The delegation, led by Professor Rickie A. Moore, Director of the MSc Global Entrepreneurship and Innovation Program, engaged in productive discussions with the SBE management team. The proposed areas of collaboration included dual degree programs, staff and student mobility exchanges, joint international conference organization, academic engagement and collaborative research, and preparation for signing a Memorandum of Understanding (MoU).

Emlyon Business School, based in Lyon, France, stands out as one of approximately 100 business schools globally to hold triple crown accreditation (AACSB, AMBA, and EQUIS), placing it in an elite category among over 16,000 business schools worldwide. This visit marked a significant milestone for SBE UPM, as the institution was honored to be considered a strategic partner by Emlyon, gaining insights into their best practices in academic excellence and administration. This collaboration aims to enhance the global reputation of both institutions, fostering opportunities for knowledge development, academic excellence, and sustainable cooperation on an international scale.



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PARTNERSHIPS ACTIVITIES

UPM and Xi'an University of Finance and Economics Forge Strategic Partnership

On April 23, 2024, Universiti Putra Malaysia (UPM), through its School of Business and Economics (SBE), engaged in a productive visit and discussions with Xi'an University of Finance and Economics to establish strategic academic and research collaboration.

The SBE UPM delegation, led by Prof. Dr. Bany Ariffin Amin Noordin (Dean of SBE) and Assoc. Prof. Ts. Dr. Anuar Shah Bali Mahomed (Deputy Dean of Graduate Studies), was warmly welcomed by the team from Xi'an University of Finance and Economics, including Prof. Dr. Gao Linan (Director of International Relations and Exchange), Prof. Dr. Li Kaifeng (Deputy Director of International Relations and Exchange), Prof. Dr. Fu Jing (Dean), Prof. Dr. Li Rui (Deputy Chief of Section, Division of Cooperation and Foreign Exchange), faculty members, and Dr. Gu Guoxing (Escort).

The discussions explored various opportunities for collaboration, including Offshore Graduate Programs, staff and student exchanges, joint international conferences, academic and research partnerships, mobility initiatives, executive development programs, and the establishment of a Memorandum of Understanding (MoU).



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PARTNERSHIPS ACTIVITIES

UPM and Xi'an International Studies University Strengthen Ties for Strategic Cooperation



On April 23, 2024, Universiti Putra Malaysia (UPM), through its School of Business and Economics (SBE), conducted a fruitful visit and held discussions with the School of Economics and Finance, Xi'an International Studies University, aiming to foster strategic academic collaboration.

The SBE UPM delegation included Prof. Dr. Bany Ariffin Amin Noordin (Dean of SBE) and Assoc. Prof. Dr. Anuar Shah Bali Mahomed (Deputy Dean of Graduates), who were warmly received by Zhou Lei (Deputy Director of International Cooperation and Exchange), Prof. Dr. Li Cunpu (Dean), Dr. Tian Jing (Deputy Dean), faculty members, and Dr. Gu Guoxing (Accompanying Officer). Discussions explored a wide array of collaborative opportunities, including the Offshore Graduate Program, staff and student exchanges, joint international conferences, academic engagements, collaborative research projects, mobility initiatives, and executive development programs. Both parties also proposed formalizing these initiatives through a Memorandum of Understanding (MoU).



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PARTNERSHIPS ACTIVITIES

UPM and Northwest University of Political Science and Law Forge Strategic Partnership

On April 24, 2024, Universiti Putra Malaysia (UPM), through its School of Business and Economics (SBE), engaged in a meaningful visit and discussions with Northwest University of Political Science and Law to foster strategic international collaboration.

The SBE UPM delegation, led by Prof. Dr. Bany Ariffin Amin Noordin (Dean of SBE) and Assoc. Prof. Ts. Dr. Anuar Shah Bali Mahomed (Deputy Dean of Postgraduate Studies), was warmly received by representatives from Northwest University of Political Science and Law, including Prof. Dr. Chen Mengqi (Deputy Director of International Relations and Exchange), Prof. Dr. Wang Wenjing (Chair of International Trade Faculty), Prof. Dr. Wang Sen (Director of the School of Economics), Prof. Dr. Wang Shengli (Dean of the School of Economics), Prof. Dr. Xu Mei (Deputy Dean), Prof. Dr. Hou Yinyi (Deputy Dean), Prof. Dr. Chen Xiaoyong (Deputy Dean), faculty members, and Dr. Gu Guoxing (Escort).



The discussions outlined potential areas of collaboration, such as Offshore Graduate Programs, staff and student exchanges, joint international conferences, academic engagement, collaborative research initiatives, mobility programs, executive development programs, and the establishment of a Memorandum of Understanding (MoU).

In addition to the partnership discussions, Assoc. Prof. Ts. Dr. Anuar Shah Bali Mahomed delivered an insightful sharing session for the university's students titled "National Culture of Malaysia and China Based on Hofstede's Model". This session provided an opportunity to deepen cross-cultural understanding and promote mutual respect between the two nations.



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PARTNERSHIPS ACTIVITIES

SBE UPM's Visit to the Central University of Finance and Economics (CUFE) for Strategic Cooperation

On April 25, 2024, the School of Business and Economics (SBE) at Universiti Putra Malaysia (UPM) visited the Central University of Finance and Economics (CUFE) in Beijing, China, to discuss and develop strategic cooperation between the two institutions. CUFE is a renowned public university, recognized for its excellence in finance and economics education, and is ranked among the top 10 universities in China. The university holds prestigious accreditations from the Association to Advance Collegiate Schools of Business (AACSB) and the Association of MBAs (AMBA), reinforcing its global academic standing. The UPM delegation was led by Prof. Dr. Ismi Arif Ismail (Deputy Vice Chancellor), Prof. Dr. Bany Ariffin Amin Noordin (Dean of SPE), and Assoc. Prof. Ts. Dr. Anuar Shah Bali Mahomed (Deputy Dean of Graduate Studies). They were welcomed by their CUFE counterparts, including Prof. Dr. Li Zheng (Vice President), Prof. Dr. Song Liyan (Party Committee Secretary), Prof. Dr. Guo Feng (Deputy Director, International Cooperation Division), and other senior representatives. The discussions centered on exploring key areas for future collaboration.



Proposed initiatives included the development of joint degree programs at both undergraduate and graduate levels, the promotion of staff and student exchange programs, international visits, and the organization of co-hosted international conferences and seminars, either in-person or virtually. This visit marked an important milestone in strengthening academic ties between UPM and CUFE. Both institutions are committed to enhancing their global reputations and creating new opportunities for knowledge exchange and sustainable cooperation in the future.



中央财经大学

Central University of Finance and Economics

PARTNERSHIPS ACTIVITIES

UPM Collaborates with Dr. M.G.R. Education and Research Institute to Enhance International Cooperation

Universiti Putra Malaysia (UPM), through the School of Business and Economics (SBE), took a significant step towards strengthening its international partnerships with a visit to Dr. M.G.R. Education and Research Institute in Chennai on June 18, 2024. The delegation from SPE UPM, led by Assoc. Prof. Ts. Dr. Anuar Shah Bali Mahomed (Deputy Dean of Graduate Studies), Assoc. Prof. Dr. Sudesh A/L Prabhakaran (Assistant Dean of Business Development), and Mr. Aidi Asyraf Suhaimi (Executive Officer), engaged in productive discussions with the leadership team of Dr. M.G.R. Education and Research Institute, including Prof. Dr. S. Geethalakshmi (Vice Chancellor), Prof. Dr. R.M. Narayanan (Dean of Sponsored Research), and Prof. Dr. V. Cyril Raj (Registrar).



The proposed collaboration aims to establish joint Bachelor's and Graduate Programs, facilitate staff and student exchanges, and organize international visits, joint conferences, and seminars in both online and face-to-face formats. Other initiatives discussed included executive development programs and plans to formalize the partnership through a Memorandum of Understanding (MoU). These initiatives reflect the shared commitment of both institutions to fostering academic excellence and creating global educational opportunities. As part of the visit, Assoc. Prof. Dr. Sudesh A/L Prabhakaran delivered an engaging presentation on UPM and SBE, offering insights into their academic strengths and global outlook to students at Dr. M.G.R. Education and Research Institute.

PARTNERSHIPS ACTIVITIES

UPM Collaborates with Stella Maris College to Enhance International Cooperation

On June 19, 2024, Universiti Putra Malaysia (UPM), through the School of Business and Economics (SBE), visited Stella Maris College in Chennai, India, to explore avenues for strategic cooperation. The UPM delegation, led by Assoc. Prof. Ts. Dr. Anuar Shah Bali Mahomed (Deputy Dean of Graduate Studies), Assoc. Prof. Dr. Sudesh A/L Prabhakaran (Assistant Dean of Business Development), and Mr. Aidi Asyraf Suhaimi (Executive Officer), engaged in fruitful discussions with the Stella Maris College leadership, including Dr. Sr. Stella Mary K (Principal) and Dr. Renuka Rajaratnam (Dean, Research and International Partnerships), along with other faculty and staff members.

The proposed areas for collaboration include Offshore Programmes, staff and student exchanges, joint international conferences, academic and research collaborations, mobility initiatives, and executive development programs. Additionally, the discussion laid the groundwork for the establishment of a Memorandum of Understanding (MoU) to formalize the partnership. This collaboration signifies a major step in enhancing the academic relationship between UPM and Stella Maris College, aiming to broaden educational and economic opportunities on an international scale.



The cooperation between both institutions is expected to bolster their global reputation and create new pathways for the exchange of knowledge, enhancing the sustainability and impact of their academic efforts moving forward.

PARTNERSHIPS ACTIVITIES

UPM Collaborates with University of The Punjab to Forge International Cooperation

On June 26, 2024, Universiti Putra Malaysia (UPM), through the School of Business and Economics (SBE), visited the University of The Punjab in Punjab, Pakistan, to explore strategic cooperation opportunities. The UPM delegation, led by Assoc. Prof. Ts. Dr. Anuar Shah Bali Mahomed (Deputy Dean of Graduate Studies), engaged in productive discussions with key representatives from the University of The Punjab, including Prof. Dr. Uzma Ashiq Awan (Chairperson, Social Work Department), Dr. Tahira Jabeen (Social Work Department), Prof. Dr. Rana Malik (Chairperson, Department of Gender Studies), Dr. Ayesha (Chairperson, Department of Communication Studies), along with other academic staff and liaison consultants such as Mr. Mumtaz Hussain, Mr. Pervaiz Mustaq, and Mr. Chaudhry Saeed Ahmad.

The proposed areas for collaboration include student and staff mobility, international visits, the organization of joint international conferences and seminars, and executive education initiatives. Furthermore, both institutions discussed the possibility of formalizing their collaboration through a Memorandum of Understanding (MoU). This partnership represents a significant step in enhancing academic relations and expanding educational and economic opportunities for both institutions on the global stage.



PARTNERSHIPS ACTIVITIES

UPM Collaborates with the University of Management and Technology (UMT) Pakistan to Establish International Cooperation



On June 27, 2024, Universiti Putra Malaysia (UPM), through the School of Business and Economics (SBE), visited the University of Management and Technology (UMT) in Lahore, Pakistan, to discuss and develop strategic cooperation.

The delegation from UPM was led by Assoc. Prof. Ts. Dr. Anuar Shah Bali Mahomed (Deputy Dean of Graduate Studies), who was joined by key representatives from UMT, including Mr. Muttaqi Armaan Malik (Director, Internationalization and Outreach), Dr. Zaheer Ahmad (CEO/Head, Learning Resource Centre), Dr. Irem Batool (Chairperson, Department of Economics and Quantitative Methods), Dr. Syed Ahmad Ali (Chairperson, Department of Management), along with other faculty members and liaison consultants Mr. Mumtaz Hussain, Mr. Pervaiz Mustaq, and Mr. Chaudhry Saeed Ahmad.

During the visit, the two universities explored several avenues for collaboration, including student and staff mobility, international visits, the organization of international conferences and seminars, and the development of executive education programs. Both institutions also discussed the possibility of formalizing their partnership through a Memorandum of Understanding (MoU). These initiatives represent an important step in fostering closer academic ties and expanding educational and economic opportunities between UPM and UMT.

PARTNERSHIPS ACTIVITIES

UTM Mauritius and UPM Explore Educational Collaboration

The University of Technology, Mauritius (UTM) recently hosted a delegation from Universiti Putra Malaysia (UPM) to discuss potential collaborations in higher education and research. The meeting brought together key figures from UTM, including Professor Kavi Kumar Khedo, Deputy Director General; Dr. Kesseven D Padachi, Head of the School of Business Management and Finance (SBMF); Dr. Mohun Prasadsing Odit; Professor (Dr) Hemant Birandranath Chittoor; Mrs. Jayshree Geerjanan from the research unit; and Mrs. Prabhanumati Bhoobun from the Students Affairs Department.

Representatives from the School of Business and Economics (SBE) of UPM participated in the discussions, which focused on exploring avenues for partnership and exchange programs. Both institutions expressed a strong commitment to strengthening ties and identifying mutually beneficial opportunities for collaboration. The meeting concluded with a positive outlook, signaling the potential to enhance the educational experiences of students at both universities, paving the way for future cooperation in research, mobility, and academic initiatives.



PARTNERSHIPS ACTIVITIES

Strengthening Global Ties with CUHK Business School

On September 27, 2024, the School of Business and Economics (SBE) at Universiti Putra Malaysia (UPM) proudly hosted Prof Dr. Waiman Cheung and Ms. Barbara Li from the CUHK Business School (AACSB and AMBA accredited), The Chinese University of Hong Kong, ranked #36 in QS World Rankings. This visit further underscored SBE's growing presence and influence in international academic collaboration, highlighting the institution's pivotal role as a strategic partner in global business education.



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PARTNERSHIPS ACTIVITIES

UPM through SBE Launches First Satellite Office in China

On October 12, 2024, Universiti Putra Malaysia (UPM), through the School of Business and Economics (SBE), officially launched its first China Super Satellite Centre (CSSC) in partnership with the Pingtan Institute of Xiamen University (XMUPT). The establishment of the CSSC was formalized through a Memorandum of Understanding (MoU), marking a historic step in UPM's internationalization efforts.

The ceremony was officiated by He Jieming, the Deputy Mayor of Pingtan, and UPM's Deputy Vice-Chancellor (Academic and International), Professor Dr. Ismi Arif Ismail, who represented UPM's Vice-Chancellor, Dato' Professor Dr. Ahmad Farhan Mohd Sadullah. This initiative is a significant milestone in UPM's strategic push to enhance academic and research collaborations between Malaysia and China. The CSSC will focus on advancing offshore education, fostering research partnerships, facilitating cultural exchanges, enabling technology transfer, and promoting student mobility programs.

The launch of the CSSC follows UPM's earlier success with the UPM-Kyutech Japan Super Satellite Centre (JSSC) in Wakamatsu, Japan, further solidifying UPM's commitment to global collaboration. These satellite centres contribute to Malaysia's ambition of becoming a global education hub by 2025.

The ceremony was attended by key figures, including Associate Professor Dr. Lin Fan, Rector of XMUPT, Professor Dr. Bany Ariffin Amin Noordin, Dean of the School of Business and Economics, UPM, and Associate Professor Ts. Dr. Anuar Shah Bali Mahomed, Deputy Dean of Graduate Studies, SBE UPM.



PARTNERSHIPS ACTIVITIES

Global Opportunities Ahead: SBE Strengthens Partnership with Fujian University of Technology

On October 13, 2024, the School of Business and Economics (SBE), UPM, took a significant step towards enhancing global collaboration by engaging with the School of Internet Economics and Business at Fujian University of Technology. The visit, led by Dean Prof. Dr. Bany Ariffin Amin Noordin and Deputy Dean Assoc. Prof. Ts. Dr. Anuar Shah Bali Mahomed, focused on forging a strategic partnership with Fujian University of Technology, a leader in e-commerce, AI, and innovative business technologies. This partnership aligns perfectly with SBE's forward-thinking approach to global business education.

The meeting was attended by key figures from Fujian University of Technology, including Dr. Jiang Shaohua, Deputy Director of the International Office; Dr. Zhuang Weiqing, Secretary of the Party Committee; Dr. Zhang Jianzhong, Professor; Dr. Jiang Ming, Vice Dean; Dr. Bi Zhaoming, Assistant Dean; Dr. Huang Jielong, Assistant Dean; Dr. Lin Liming, Assistant Dean; and Dr. Feng Xiangjin, Teacher. Discussions during the visit revolved around opportunities for student and staff exchanges, mobility programs, and the signing of a Memorandum of Understanding (MoU).



Both institutions are eager to collaborate in the areas of AI, e-commerce, and new technology development, thereby enhancing their academic and research capabilities.

PARTNERSHIPS ACTIVITIES

AMBA & BGA Asia Pacific Conference for Deans and Directors



From November 24 to 27, 2024, Kuala Lumpur hosted the prestigious AMBA & BGA Asia Pacific Conference for Deans and Directors, drawing influential leaders from top business schools across the region.

The event provided a dynamic platform for innovation, collaboration, and visionary dialogue, addressing the evolving needs of business education in a rapidly changing world. Key themes included the transformative impact of digitalization and AI on learning environments, the strategic empowerment of alumni networks for lifelong career success, and the integration of responsible management practices into leadership education through the Silk Road Network.

A significant focus was placed on forging industry-driven collaborations to enhance the synergy between academia and the business ecosystem. Additionally, the conference underscored the importance of embedding sustainability into educational frameworks to tackle global challenges with innovative solutions. The discussions also highlighted the need for agile and adaptive leadership in an increasingly complex global landscape.

As a launchpad for actionable strategies and bold benchmarks, the conference reinforced the commitment of the School of Business and Economics (SBE) at Universiti Putra Malaysia (UPM) to excel in the competitive global education landscape. This event further solidified SBE's position as a forward-thinking institution, dedicated to shaping future leaders with vision and purpose.

PARTNERSHIPS ACTIVITIES

Strengthening International Ties: SBE UPM Welcomes Chung-Ang University Delegation for Collaborative Discussions



On November 8, 2024, the School of Business and Economics (SBE) at Universiti Putra Malaysia (UPM) had the privilege of welcoming Dr. ChangBong Kim, Dean of the College of Business & Economics at Chung-Ang University, South Korea (AACSB accredited), along with five distinguished members of his team. The visit was aimed at fostering collaboration and supporting SBE's ongoing efforts to expand its international partnerships. This visit is in line with SBE's commitment to advancing global academic excellence and strengthening ties with prestigious institutions worldwide.



PARTNERSHIPS ACTIVITIES

Advancing Postgraduate Collaborations at SBE



On 16 December 2024, School of Business and Economics (SBE), Universiti Putra Malaysia welcomed Prof. Dr. Andy Marshall, Vice-Dean (Global Engagement) of Strathclyde Business School, University of Strathclyde, Glasgow – a distinguished institution renowned for its prestigious triple accreditation (AACSB, AMBA, and EQUIS).

This visit highlights SBE's commitment to strengthening international academic collaborations and reinforcing its reputation as a global leader in business education. Prof. Dr. Marshall's discussions focused on exploring opportunities for collaboration on postgraduate programmes and academic exchanges, aligning with our shared vision to drive impactful innovations in business education.



PARTNERSHIPS ACTIVITIES

Fostering Global Collaboration: SBE, UPM Strengthens Ties with TSEU, Uzbekistan

With a strong reputation for academic excellence and impactful global initiatives, on 18 December 2024 the School of Business and Economics (SBE), Universiti Putra Malaysia, recently welcomed a delegation from Tashkent State University of Economics (TSEU), Uzbekistan, led by its Dean, Associate Professor Dr. Muydinov Erkin Djamalidinovich.

TSEU, known as one of Uzbekistan's most prominent institutions specializing in economics and business, brings a wealth of expertise in areas such as international trade, finance, and entrepreneurship. The visit centered on strengthening academic ties and exploring collaborative opportunities in student and staff exchanges, joint research projects, and executive training programs.

This partnership aims to create a dynamic platform for knowledge sharing, innovation, and capacity building between two globally recognized institutions. It also reflects SBE's dedication to expanding its international footprint while solidifying its position as a leading force in the global academic landscape.



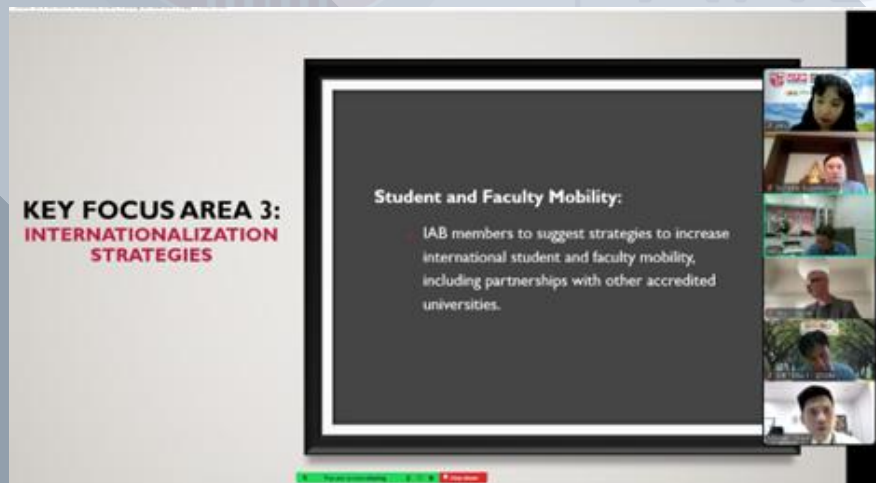
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PARTNERSHIPS ACTIVITIES

Strengthening Global Partnerships through Strategic Advisory Board

In 2024, a significant step was taken in enhancing its international presence by establishing a distinguished International Advisory Board (IAB) at SBE UPM. The IAB comprises prominent academic and industry leaders from globally renowned institutions, who provide strategic guidance to ensure the School adheres to international best practices and sustains its global competitiveness.

On 25th September 2024, an online meeting was convened to officially welcome the IAB members and discuss strategic directions. This milestone reflects SBE UPM's commitment to fostering meaningful collaborations, leveraging global expertise, and positioning itself as a leading player in international business education.



The esteemed members of Advisory Board:-

1. Prof. Dr. Robbin Gauld

Co-Director, Centre for Health Systems and Policy, Otago Business School & Otago Medical School, University of Otago, New Zealand.

2. Prof. Dr. Debashis Chatterjee

Director, Indian Institute of Management (IIM), Kozhikode, Calicut, Kerala, India.

3. Prof. Dr. Dezie L. Warganegara

Executive Dean, BINUS Business School, Bina Nusantara University, Indonesia.

4. Dr. Masairol Hj Masri

Dean, UBD School of Business and Economics, Universiti Brunei Darussalam, Brunei.

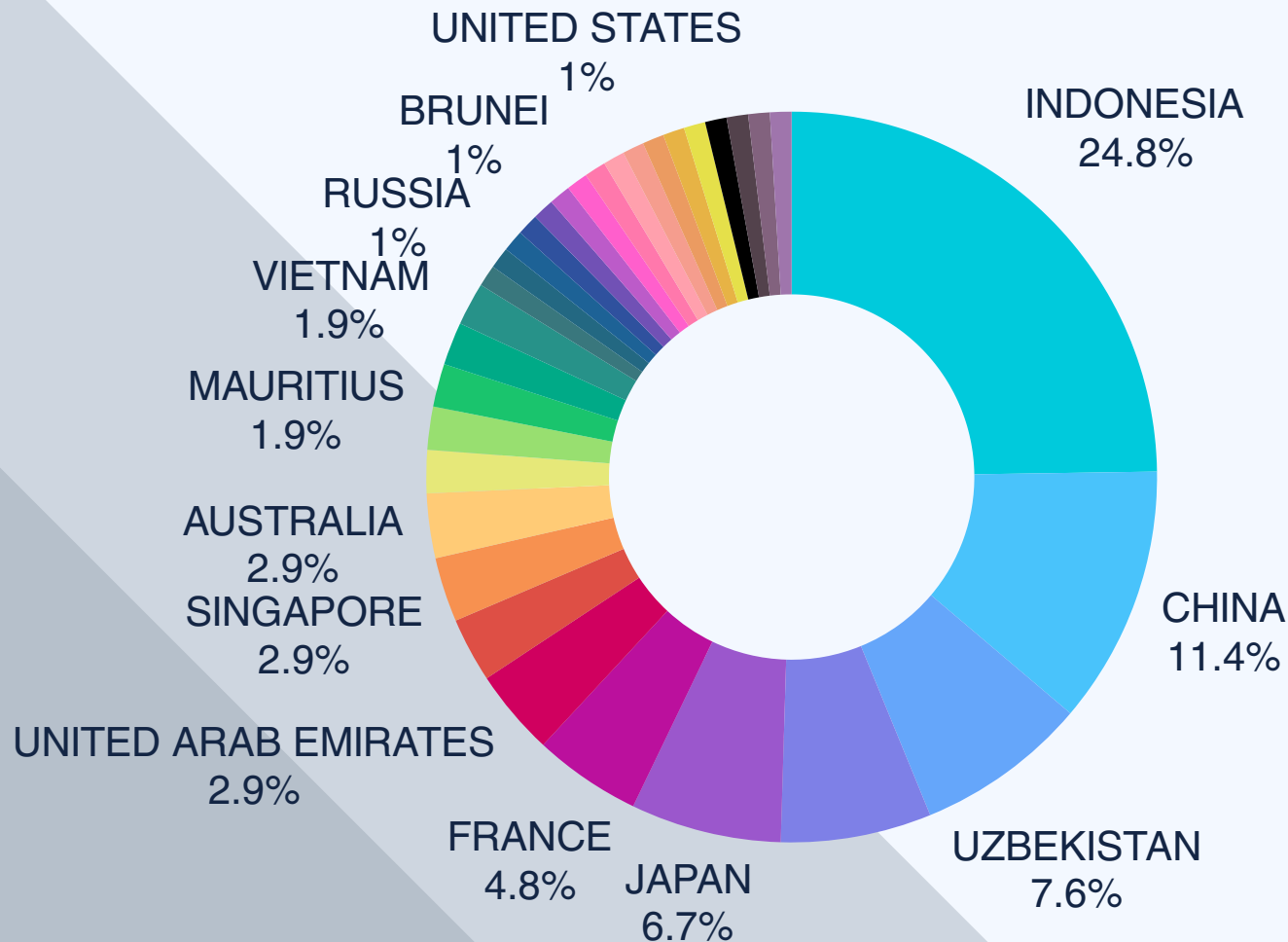
5. Assoc. Prof. Dr. Somchai Supattarakul

Dean, Thammasat Business School, Thammasat University, Thailand.

SBE GLOBAL ENGAGEMENT FOR 2024

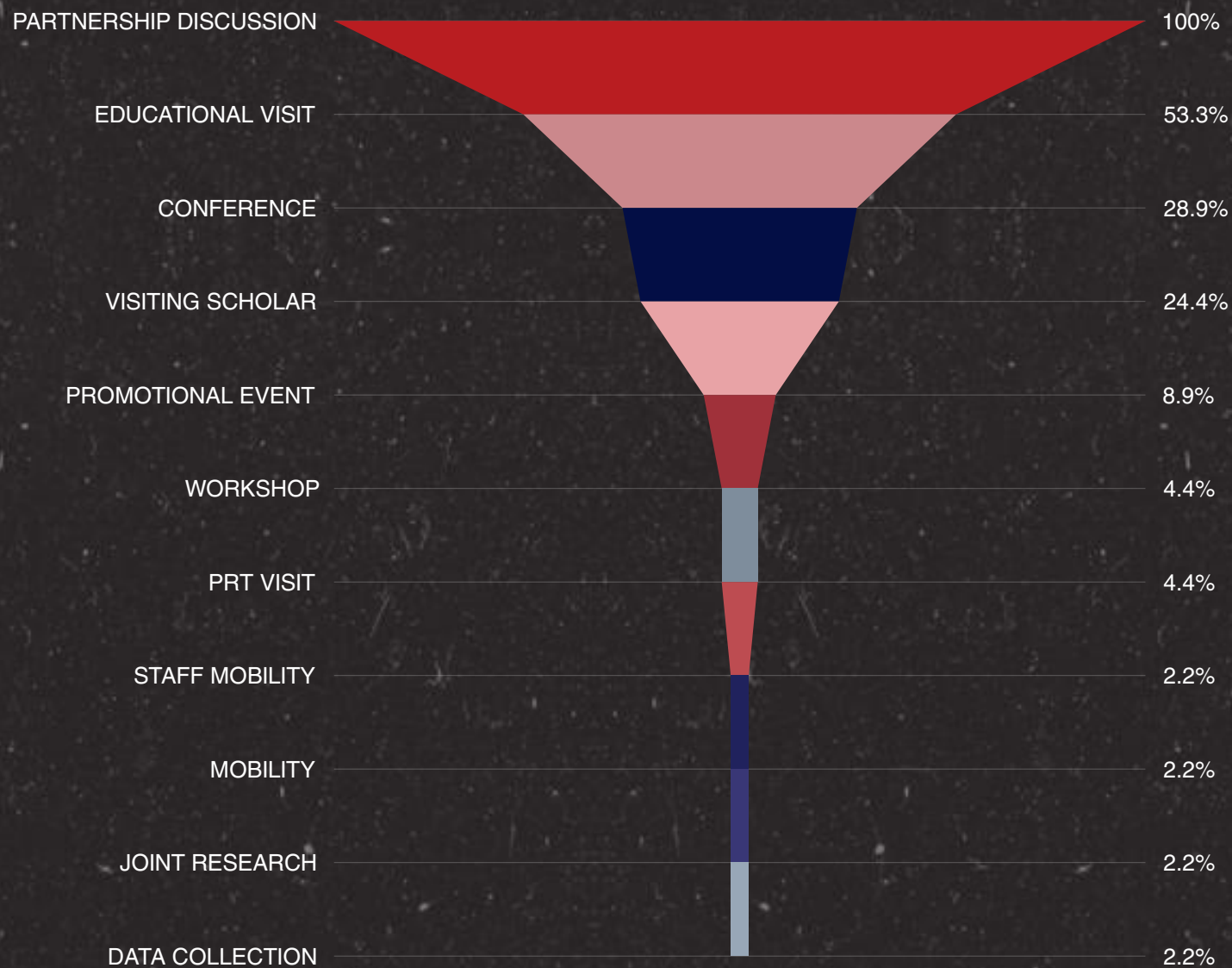
UNIVERSITIES AND INSTITUTION AROUND THE WORLD





**SCHOOL OF BUSINESS
AND ECONOMICS**
Leading Today · Shaping Tomorrow

11 TYPES OF GLOBAL ACTIVITIES



SBE had 51 (Inbound) Global Engagements throughout 2024

NO	UNIVERSITY/INSTITUTION	TYPE	PLACE	PARTICIPANT	AGENDA	DATE
1	LIBYAN EMMBASY	INBOUND	LIBYA	DR. ANUAR SHAH BALI, TDS TEAM , KP, AND PUAN SAIDATUR	COLABORATION	15 January 2024
2	SEKOLAH EKSPOR	INBOUND	INDONESIA	PROF. HO AND DR. CHAKRIN	EDUCATIONAL VISIT	23 January 2024
3	UNIVERSITAS ISLAM KADIRI (UNISKA)	INBOUND	INDONESIA	DIRECTOR DR IR. H. ABU TALKAH AND 29 UNISKA POSTGRADUATE STUDENT	COLABORATION	29 February 2024
4	EMLYON BUSINESS SCHOOL	INBOUND ZOOM	FRANCE	DIRECTOR OF ACADEMIC DR. NIKOLA	COLABORATION	19 March 2024
5	RYOKAN AYUNOSATO CO. LTD, JAPAN	INBOUND	JAPAN	CEO YUMI ARIMURA	COLABORATION	27 March 2024
6	INTERNATIONAL SCHOOL OF FINANCE TECHNOLOGY AND SCIENCE, UZBEKISTAN	INBOUND ZOOM	UZBEKISTAN	FERUZA TOLIPOVA (VICE RECTOR OF ISFT) AND OZOD QURBONOV (SENIOR LECTURER)	COLABORATION	18 March 2024
7	TAN SRI NORDIN KARDI CEO OF JAKARTA BUSINESS SCHOOL, INDONESIA	INBOUND	INDONESIA	TAN SRI DR. NORDIN KARDI	COLABORATION	16 April 2024
8	EMLYON BUSINESS SCHOOL, FRANCE	INBOUND	FRANCE	PROF. RICKIE A. MOORE	COLABORATION	19 April 2024
9	ERASMUS MUNDUS SCHOLAR VISIT DR. MARCIN WRONSKI	INBOUND	POLAND	DR. MARCIN WRONSKI	VISITING SCHOLAR	22 -25 April 2024
10	JAKARTA BUSINESS SCHOOL - EDUCATIONAL VISIT	INBOUND	INDONESIA	15 STUDENTS AND LECTURER	EDUCATIONAL VISIT	2 May 2024



SBE (Inbound) Global Engagements throughout 2024

NO	UNIVERSITY/INSTITUTION	TYPE	PLACE	PARTICIPANT	AGENDA	DATE
11	INSTITUT TEKNOLOGI DAN BISNIS KRISTIAN BUKIT PENGHARAPAN (ITBKBP)	INBOUND	INDONESIA	16 TOP MANAGEMENT MEMBERS AND LECTURER	EDUCATIONAL VISIT	7 May 2024
12	COURTESY MEETING WITH PARIS SCHOOL OF BUSINESS	INBOUND ZOOM	FRANCE	DR. SIMON CHARRIER	COLABORATION	10 May 2024
13	COURTESY VISIT FROM GUANGZHOU XINMA INTERNATIONAL EDUCATION	INBOUND	CHINA	MR. HOU YONGHUI PRESIDENT	COLABORATION	8 May 2024
14	COURTESY MEETING WITH EPHEC UNIVERSITY COLLEGE	INBOUND ZOOM	BELGIUM	MS. SILVIA PAYAN GARCIA	COLABORATION	14 May 2024
15	COURTESY VISIT FROM CHUNLAI EDUCATION GROUP, CHINA	INBOUND	CHINA	MANAGEMENT TEAM CHUNLAI EDUCATION GROUP	COLABORATION	17 May 2024
16	COURTESY VISIT FROM ALEXANDRIA ISLAMIC SCHOOL INDONESIA	INBOUND	INDONESIA	MR.ANDAYA AND MANAGEMENT TEAM	EDUCATIONAL VISIT	23 May 2024
17	COURTESY VISIT FROM TASHKENT INTERNATIONAL UNIVERSITY OF FINANCIAL MANAGEMENT AND TECHNOLOGY (TIFT)	INBOUND	UZBEKISTAN	DR.ZALINA AND 12 STUDENTS	EDUCATIONAL VISIT	23 May 2024
18	ONLINE DISCUSSION FOR COLLABORATION OSLO BUSINESS SCHOOL, NORWAY	INBOUND ZOOM	NORWAY	DR.STUART AND DR. JACOPO	COLABORATION	27 May 2024
19	COURTESY VISIT FROM XIAMEN UNIVERSITY	INBOUND	CHINA	PROF.ANUAR MD NASIR	COLABORATION	29 May 2024
20	COURTESY VISIT FROM HO CHI MINH OPEN UNIVERSITY	INBOUND	VIETNAM	DEAN DR.PHAM HA	COLABORATION	29 May 2024
21	COURTESY VISIT FROM UNIVERSITY OF MELBOURNE	INBOUND	AUSTRALIA	GRADUATE CORDINATOR PROFESSOR HELEN HU	COLABORATION	5 June 2024
22	COURTESY VISIT FROM VIRGINIA TECH	INBOUND	UNITED STATES	PROF. VIJAY AND PROF.MANISHA	VISITING SCHOLAR	9 - 16 June 2024
23	ONLINE DISCUSSION FOR COLLABORATION HSE GRADUATE SCHOOL OF BUSINESS SHABOLOVKA, MOSCOW RUSSIA	INBOUND ZOOM	RUSSIA	DR.IVAN THE DIRECTOR	COLABORATION	26 June 2024



SBE (Inbound) Global Engagements throughout 2024

NO	UNIVERSITY/INSTITUTION	TYPE	PLACE	PARTICIPANT	AGENDA	DATE
24	COURTESY VISIT UNIVERSITAS NAHDLATUL ULAMA SURABAYA, INDONESIA	INBOUND	INDONESIA	DR. JURI ARDIANTORO	EDUCATIONAL VISIT	25 June 2024
25	ACADEMIC VISIT FROM FEM IPB	INBOUND	INDONESIA	DR. EKO CAHYADI AND 40 POSTGRADUATE STUDENT	EDUCATIONAL VISIT	3 July 2024
26	ONLINE DISCUSSION FOR COLLABORATION WITH NEGROS ORIENTAL STATE UNIVERSITY	INBOUND ZOOM	PHILIPPINES	DR. CRAIG N.REFUGIO	COLABORATION	10 July 2024
27	ACADEMIC VISIT FROM INSTITUT AGAMA ISLAM NEGERI KUDUS, INDONESIA	INBOUND	INDONESIA	DR. ADRI EFFERI 150 POSTGRADUATE STUDENT	EDUCATIONAL VISIT	11 July 2024
28	ONLINE DISCUSSION FOR COLLABORATION WITH NORMANDIE BUSINESS SCHOOL	INBOUND ZOOM	FRANCE	PROF. VENKATESH	COLABORATION	2 July 2024
29	ONLINE DISCUSSION FOR COLLABORATION WITH LALIGA BUSINESS SCHOOL	INBOUND ZOOM	SPAIN	MR.ADRIAN PROL	COLABORATION	9 July 2024
30	SCHOLAR VISIT FROM KYUSHU UNIVERSITY - PROF SHIGEMI KAGAWA	INBOUND	JAPAN	PROF. SHIGEMI KAGAWA	VISITING SCHOLAR	23 July - 20 September 2024
31	MOU SIGNING CEREMONY WITH ZHENGHUI SHANDONG EDUCATION TECHNOLOGY	INBOUND	CHINA	DR. ZHANG QING CEO	COLABORATION	24 July 2024
32	PUTRA ALAM LILIURAN WITH UNIVERSITAS MALANG INDONESIA	INBOUND	INDONESIA	30 UNDERGRADUATE STUDENT	EDUCATIONAL VISIT	30 July 2024
33	COURTESY VISIT FROM CHIANG MAI UNIVERSITY	INBOUND	THAILAND	DR. MA CHI DIRECTOR	COLABORATION	13 August 2024
34	COURTESY VISIT FROM PHUKET RAJABHAT UNIVERSITY THAILAND	INBOUND	THAILAND	DR. NIMIT	COLABORATION	26 August 2024
35	ONLINE DISCUSSION FOR COLLABORATION WITH ROTTERDAM BUSINESS SCHOOL NETHERLAND	INBOUND ZOOM	NETHERLAND	DR. KIM ORSEL	COLABORATION	6 September 2024



SBE (Inbound). Global Engagements throughout 2024

NO	UNIVERSITY/INSTITUTION	TYPE	PLACE	PARTICIPANT	AGENDA	DATE
36	INTERNATIONAL ADVISORY COMMITTEE MEETING	INBOUND ZOOM	INDONESIA, THAILAND, BRUNEI, INDIA	PROF. DR. DEZIE WARGANEGARA, ASSOC. PROF. DR. SOMCHAI SUPATTARAKUL, PROF. DR. DEBASHIS CHATTERJEE, DR. MASAIROL HJ MASRI, PROF. DR. ROBIN GAULD	COLABORATION	25 September 2024
37	ONLINE DISCUSSION FOR COLLABORATION WITH UNIVERSITAS AIRLANGGA INDONESIA	INBOUND ZOOM	INDONESIA	VICE DEAN DR AHMAD RIZKI SRIDADI	COLABORATION	3 October 2024
38	ACADEMIC VISIT FROM UNIVERSITAS BRAWIJAYA INDONESIA	INBOUND	INDONESIA	HOD DR. FERRY PRASETYIA	COLABORATION	24 October 2024
39	ACADEMIC VISIT FROM UNIVERSITAS DIPONEGORO INDONESIA	INBOUND	INDONESIA	PROF. INDAH SUSILOWATI	COLABORATION	5 November 2024
40	COURTESY VISIT FROM SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION, CHONGQING UNIVERSITY CHINA	INBOUND	CHINA	PROF. ZHANG YONG	COLABORATION	12 November 2024
41	ACADEMIC VISIT FROM CUHK BUSINESS SCHOOL HONG KONG	INBOUND	HONG KONG	PROF. WAIMAN CHEUNG	VISITING SCHOLAR	7 November 2024
42	COURTESY VISIT FROM SASIN SCHOOL OF MANAGEMENT THAILAND	INBOUND	THAILAND	DR. VASU SRIVIBHA	COLABORATION	8 November 2024
43	COURTESY VISIT FROM CHUNG ANNG UNIVERSITY KOREA	INBOUND	SOUTH KOREA	DEAN DR. CHANGBONG KIM	COLABORATION	8 November 2024
44	STUDENT MOBILITY FROM KYUSHU INSTITUTE OF TECHNOLOGY (KYUTECH) JAPAN	INBOUND	JAPAN	16 POSTGRADUATE STUDENT	EDUCATIONAL VISIT	9 November 2024
45	ONLINE DISCUSSION FOR COLLABORATION WITH UNIVERSITAS PAKUAN (UNPAK) INDONESIA	INBOUND ZOOM	INDONESIA	DR. SALMAH and PROF. RETNO	COLABORATION	15 November 2024
46	INBOUND STAFF MOBILITY FROM BINUS UNIVERSITY INDONESIA	INBOUND	INDONESIA	DR. ANGTYASTI AND MS. ANGGRAENI	EDUCATIONAL VISIT	17 - 22 November 2024

SBE (Inbound) Global Engagements throughout 2024

NO	UNIVERSITY/INSTITUTION	TYPE	PLACE	PARTICIPANT	AGENDA	DATE
47	COURTESY VISIT FROM UNIVERSITY OF ECONOMICS HO CHI MINH CITY, VIETNAM	INBOUND	VIETNAM	PROF. BUI QUANG HUNG	COLABORATION	2 December 2024
48	UNIVERSITAS PAKUAN STUDENT AND STAFF MOBILITY	INBOUND	INDONESIA	PROF. RETNO, DR. HAMZAH, DR. TUTUS AND 7 UNDERGRADUATE STUDENTS	MOBILITY	4 December 2024
49	COURTESY VISIT FROM CHINESE ACADEMY OF SOCIAL SCIENCES	INBOUND	CHINA	DR. ZHANG YANFANG	VISITING SCHOLAR	4 December 2024
50	COURTESY VISIT FROM CARDIFF UNIVERSITY	INBOUND	UNITED KINGDOM	PROF. YUSUF KARBHARI	VISITING SCHOLAR	8 December 2024 - 7 January 2025
51	COURTESY VISIT FROM UNIVERSITY OF STRATHCLYDE	INBOUND	UNITED KINGDOM	PROF. ANDY MARSHALL	COLABORATION	16 December 2024



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SBE had 53 (Outbound). Global Engagements throughout 2024

NO	UNIVERSITY/INSTITUTION	TYPE	PLACE	PARTICIPANT	AGENDA	DATE
1	STUDEC INTERNATIONAL, INDONESIA	OUTBOUND	INDONESIA	PUAN SAIDATUR AND TDJIMN TEAM	PROMOTIONAL EVENT	25 January 2024
2	FAKULTI EKONOMI PENGURUSAN INSTITUT PERTANIAN BOGOR	OUTBOUND	INDONESIA	DR.ZAITON BINTI SAMDIN	COLABORATION	9 -12 January 2024
3	AI IN EDUCATION FORUM SINGAPORE	OUTBOUND	SINGAPORE	DR. ASLAM IZAH BINTI SELAMAT	WORKSHOP AND CONFERENCE	26 -28 February 2024
4	PUTRA ARAM LILIURAM WITH UNIVERSITAS MALANG AND INSTITUT PERTANIAN BOGOR	OUTBOUND	INDONESIA	DR. ANUSUIYA A/P SUBRAMANIAM WITH 23 BBA CLUB STUDENT	JOINT EVENT	18 -24 February 2024
5	ENLIGHTENING DISCOVERIES: SBESC IN BANGKOK (EDSIB)	OUTBOUND	THAILAND	DR. MEOR RASHYDAN BIN ABDULLAH AND SAFRI BIN SHAHARUDDIN	EDUCATIONAL VISIT	20 -24 February 2024
6	INTERNATIONAL CHAMBER OF COMMERCE (ICC) INTERNATIONAL COMMERCIAL MEDIATION COMPETITION 2024	OUTBOUND	FRANCE	DR.HANNA AMBARAS KHAN	CONFERENCE	3 -10 February 2024
7	ERASMUS INTERNATIONAL STAFF MOBILITY DI EUROPEAN ACADEMY OF INNOVATION, ROMANIA.	OUTBOUND	ROMANIA	NOR AZIZAH BINTI TAMSI	STAFF MOBILITY	23 February - 2 March 2024
8	APAIE CONFERENCE AND EXHIBITION 2024	OUTBOUND	AUSTRALIA	PROF. DR. SUHAIMI BIN AB. RAHMAN	CONFERENCE	1 - 6 March 2024
9	GRADUATE STUDENT CLUB VISIT TO THAMMASAT AND CHULALONGKORN UNIVERSITY	OUTBOUND	THAILAND	DR. SYAMSUL HERMAN BIN MOHAMMAD AFANDI	EDUCATIONAL VISIT	4 - 7 March 2024
10	THE 48TH DIES NATALIS CEREMONY AT UNIVERSITAS SEBELAS MARET	OUTBOUND	INDONESIA	PROF. LAW SIONG HOOK	CONFERENCE	9 - 13 March 2024
11	11TH COLLOQUIUM ON QUALITATIVE RESEARCH METHODS IN BUSINESS & ACCOUNTING	OUTBOUND	NORWAY	DR. HASRI BIN MUSTAFA @ ABDUL RAZAK	WORKSHOP AND CONFERENCE	30 March - 7 April 2024
12	THE ASIA-PACIFIC ASSOCIATION FOR INTERNATIONAL EDUCATION (APAIE)	OUTBOUND	AUSTRALIA	SITI NUR AIN BINTI RAHIM AND ASHRIFA BINTI AHMAD	PROMOTIONAL EVENT	3 - 9 March 2024

SBE (Outbound) Global Engagements throughout 2024

NO	UNIVERSITY/INSTITUTION	TYPE	PLACE	PARTICIPANT	AGENDA	DATE
13	DELEGATION FOR ASEAN STUDY TRIP - INTERNATIONAL VISITING STUDENTS PROGRAMME TO BRUNEI DARUSSALAM	OUTBOUND	BRUNEI	SHAHIDA NOOR BINTI SHAH NAZIM	EDUCATIONAL VISIT	4 - 7 March 2024
14	HIGH COMMISSIONER OF THE REPUBLIC OF MAURITIUS	OUTBOUND	MAURITIUS	MAURITIUS HIGH COMMISSIONER MR. JAGDISHWAR GOBURDHUN	COLABORATION	13 March 2024
15	NATIONAL UNIVERSITY OF UZBEKISTAN	OUTBOUND	UZBEKISTAN	PROF. BANY AND DR. ANUAR SHAH BIN BALI MAHOMED	COLABORATION	4 March 2024
16	INTERNATIONAL SCHOOL OF FINANCE TECHNOLOGY AND SCIENCE	OUTBOUND	UZBEKISTAN	PROF. BANY AND DR. ANUAR SHAH BIN BALI MAHOMED	COLABORATION	8 March 2024
17	INTERNATIONAL VISITING STUDENTS PROGRAMME TO REPUBLIC OF SINGAPORE	OUTBOUND	SINGAPORE	GRADUATE STUDENT CLUB (GSC) MEMBERS	EDUCATIONAL VISIT	4 - 7 March 2024
18	M. AUEZOV SOUTH KAZAKHSTAN UNIVERSITY	OUTBOUND	UZBEKISTAN	PROF. BANY AND DR. ANUAR SHAH BIN BALI MAHOMED	COLABORATION	4 March 2024
19	TASHKENT STATE UNIVERSITY OF ECONOMICS, UZBEKISTAN	OUTBOUND	UZBEKISTAN	PROF. BANY AND DR. ANUAR SHAH BIN BALI MAHOMED	COLABORATION	4 March 2024
20	OXUS UNIVERSITY, UZBEKISTAN	OUTBOUND	UZBEKISTAN	PROF. BANY AND DR. ANUAR SHAH BIN BALI MAHOMED	COLABORATION	4 March 2024
21	BENCHMARKING VISIT TO SEJONG UNIVERSITY AND YONSEI UNIVERSITY, KOREA	OUTBOUND	SOUTH KOREA	MADAM DALINA AND 4 NON ACADEMIC STAFF	EDUCATIONAL VISIT	30 April 2024 - 6 May 2024
22	PUTRA OFFSHORE PROGRAMME WITH CHINA MINISTRY OF EDUCATION	OUTBOUND	CHINA	DEAN PROF. BANY AND DEPUTY DEAN DR. ANUAR	COLABORATION	22 - 30 April 2024
23	MAPPING THE FUTURE OF NEW UZBEKISTAN: ECONOMICAL, EDUCATIONAL & BUSINESS ISSUES	OUTBOUND	UZBEKISTAN	DR.SUDESH	CONFERENCE	22 - 27 May 2024
24	THE 1ST INTERNATIONAL EARLY-CAREER RESEARCHER CONFERENCE IN HOSPITALITY AND TOURISM	OUTBOUND	MACAO	PROF. HO JO ANN	CONFERENCE	9 - 12 May 2024
25	RESEARCH LECTURE SERIES AND JOINT RESEARCH WITH BAHRAIN POLITEKNIK	OUTBOUND	BAHRAIN	PROF. RUSMAWATI	VISITING SCHOLAR	26 - 31 May 2024

SBE (Outbound) Global Engagements throughout 2024

NO	UNIVERSITY/INSTITUTION	TYPE	PLACE	PARTICIPANT	AGENDA	DATE
26	AMBA & BGA GLOBAL DEANS AND DIRECTORS CONFERENCE 2024 BUDAPEST	OUTBOUND	HUNGARY	DEAN PROF. BANY	CONFERENCE	11 - 16 May 2024
27	EBEN CONFERENCE ATHENS 2024	OUTBOUND	GREECE	PROF. HO JO ANN	CONFERENCE	27 May - 1 June 2024
28	AMBA & BGA BUSINESS SCHOOL PROFESSIONALS CONFERENCE 2024 & AMBA & BGA ACCREDITATION FORUM 2024	OUTBOUND	CZECH REPUBLIC	DR. RAJA NERINA AND DR. NISAK	CONFERENCE	19 - 26 June 2024
29	PUTRA OFFSHORE PROGRAMME	OUTBOUND	INDIA	DEPUTY DEAN DR. ANUAR SHAH BIN BALI MAHOMED, DR.SUDESH AND MR.AIDI	COLABORATION	18 -23 June 2024
30	VISITING PROFESSOR FOR AGRIBUSINESS STUDY PROGRAM AT UNIVERSITAS SEBELAS MARET, JAKARTA	OUTBOUND	INDONESIA	PROF. ABDUL RAHIM	VISITING SCHOLAR	22 - 26 June 2024
31	EQUIS PRT VISIT TO CHONGQIN UNIVERSITY, CHINA	OUTBOUND	CHINA	DEAN PROF. BANY	PRT VISIT	17-21 June 2024
32	UPM CONSULTANCY & SERVICES DATA COLLECTION FOR RESEARCH	OUTBOUND	SINGAPORE	PROF. RUSMAWATI, DR. ANITHA ROSLAND AND DR. NAJAA	RESEARCH DATA COLLECTION	1 - 3 July 2024
33	PBS BENCHMARKING VISIT TO SASIN SCHOOL OF MANAGEMENT	OUTBOUND	THAILAND	DEAN PROF. BANY, VC AND TNCA	EDUCATIONAL VISIT	15 - 17 July 2024
34	PBS BENCHMARKING VISIT SASIN SCHOOL OF MANAGEMENT	OUTBOUND	THAILAND	PROF BANY, VC, WITH PBS	EDUCATIONAL VISIT	15 - 17 July 2024
35	JOINT RESEARCH AND CO SUPERVISION AT AJMAN UNIVERSITY	OUTBOUND	UNITED ARAB EMIRATES	DR. NG SIEW IMM	COLABORATION	19 August 2024 - 31 December 2024

SBE (Outbound) Global Engagements throughout 2024

NO	UNIVERSITY/INSTITUTION	TYPE	PLACE	PARTICIPANT	AGENDA	DATE
36	OUTBOUND EXCHANGE SCHOLAR WITH AJMAN UNIVERSITY	OUTBOUND	UNITED ARAB EMIRATES	DR. ZURAINA BINTI DATO' MANSOR	VISITING SCHOLAR	5 August 2024 - 5 January 2025
37	BENCHMARKING VISIT SEJONG UNIVERSITY	OUTBOUND	SOUTH KOREA	DR. ANUSUIYA AND INTERNATIONALISATION COMMITTEE	EDUCATIONAL VISIT	31 August - 8 September 2024
38	INBOUND EXCHANGE FACULTY AJMAN UNIVERSITY	OUTBOUND	UNITED ARAB EMIRATES	DR. NG SIEW IMM	EDUCATIONAL VISIT	9 August - 31 December 2024
39	BINUS INDO-PASIFIC FORUM 2024 BALI INDONESIA	OUTBOUND	INDONESIA	PROF. BANY, ADIB, DR. SUCI	CONFERENCE	27 - 29 August 2024
40	SPE PROMOTIONAL TOUR TO MAURITIUS	OUTBOUND	MAURITIUS	DEPUTY DEAN DR. HASLINDA AND PROMOTIONAL TEAM	PROMOTIONAL EVENT	3 - 9 September 2024
41	UPM GLOBAL OUTREACH – OPEN DAY CHINA 2024	OUTBOUND	CHINA	DR. SAIFUZZAMAN AND PROMOTIONAL EVENT	PROMOTIONAL EVENT	8 - 14 September 2024
42	DISCOVERING JAPAN'S WONDERS NIHON - MALAYSIA EXPEDITION WITH PEC	OUTBOUND	JAPAN	MR. SAFRI AND ECONOMICS UNDERGRADUATE STUDENT CLUB	EDUCATIONAL VISIT	8 - 13 October 2024
43	OFFSHORE PROGRAM DISCUSSION WITH JAKARTA BUSINESS SCHOOL	OUTBOUND	INDONESIA	PROF. BANY AND DR. SUCI	COLABORATION	1 - 4 October 2024
44	UPM-XMUPT CHINA SUPER SATELLITE CENTRE (CSSC) LAUNCHING CEREMONY	OUTBOUND	CHINA	PROF. BANY, DR.ANUAR AND VC	COLABORATION	11 - 16 October 2024
45	INBOUND EXCHANGE FACULTY NAGOYA JAPAN	OUTBOUND	JAPAN	DR. HANNY AND DR. ANITHA	EDUCATIONAL VISIT	8 - 13 October 2024
46	OUTBOUND STAFF MOBILITY TO BINUS UNIVERSITY INDONESIA	OUTBOUND	INDONESIA	DR. SITI SALWA AND MADAM SAADIATUL	EDUCATIONAL VISIT	17 - 22 November 2024
47	GRADUATE GLOBAL EXCHANGE PROGRAM FROM XI'AN UNIVERSITY OF FINANCE AND ECONOMICS CHINA	OUTBOUND	CHINA	10 POSTGRADUATE STUDENT	EDUCATIONAL VISIT	18 November 2024 (1 semester)

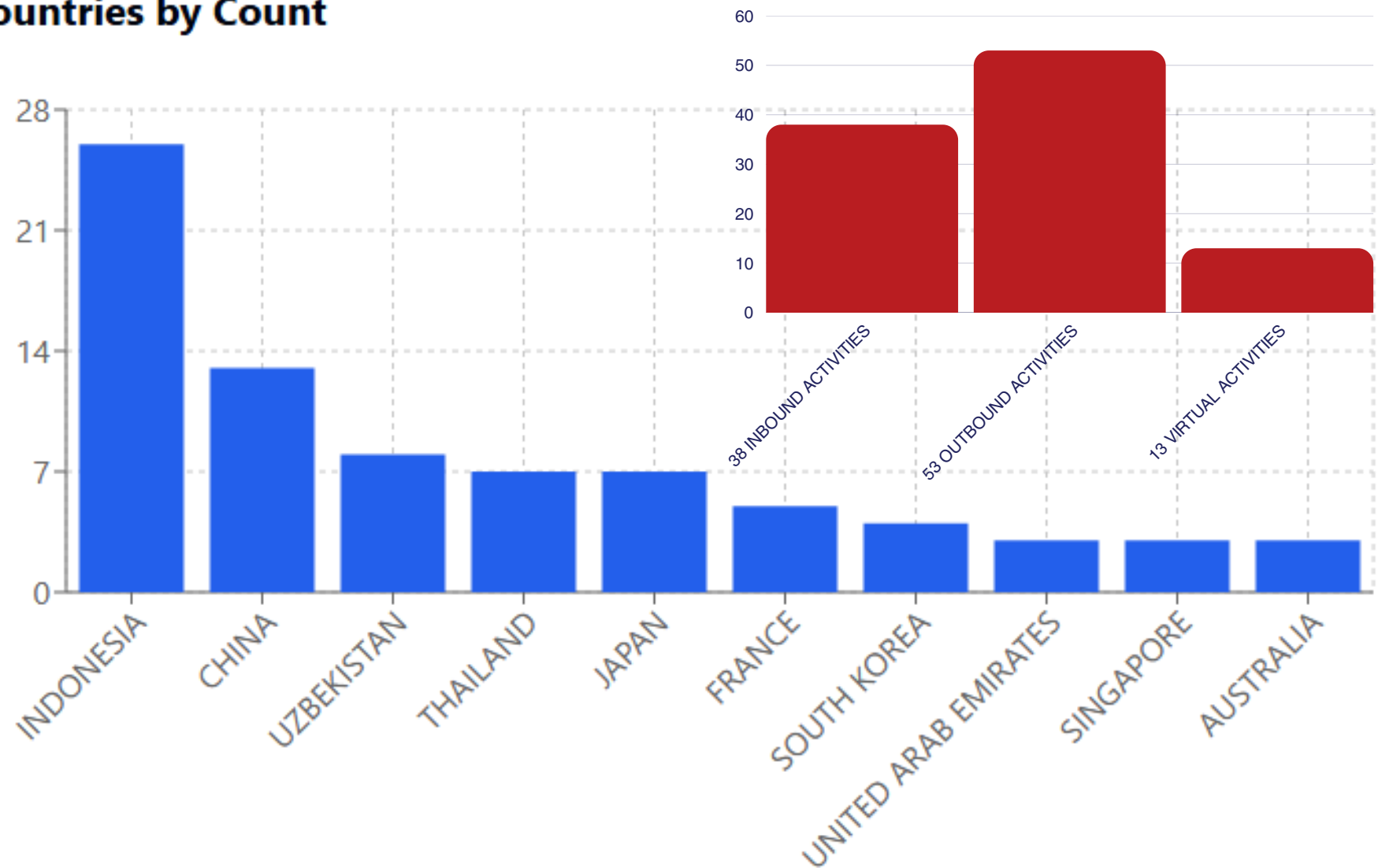
SBE (Outbound) Global Engagements throughout 2024

NO	UNIVERSITY/INSTITUTION	TYPE	PLACE	PARTICIPANT	AGENDA	DATE
48	ISSAAS-JSTA JOINT CONGRESS - 30TH FOUNDING ANNIVERSARY CELEBRATION & INTERNATIONAL CONGRESS AND GENERAL MEETING JOINT CONGRESS WITH JAPANESE SOCIETY FOR TROPICAL AGRICULTURE (JSTA)	OUTBOUND	JAPAN	PROF. ZAITON	CONFERENCE	8 - 11 November 2024
49	9TH ASIA CONFERENCE ON ENVIRONMENT AND SUSTAINABLE DEVELOPMENT 2024	OUTBOUND	JAPAN	PROF. ONG TZE SAN	CONFERENCE	7 - 13 November 2024
50	3RD SUMMER COURSE ON "INCLUSIVE AND SUSTAINABLE PALM OIL INDUSTRY" AND ADJUNCT PROFESSORSHIP APPOINTMENT AT UNIVESITAS SUMATERA UTARA	OUTBOUND	INDONESIA	PROF. SHAUFIQUE	VISITING SCHOLAR	10 - 16 November 2024
51	AACSB PEER REVIEW VISIT UNIVERSITY OF SCIENCE AND TECHNOLOGY OF CHINA	OUTBOUND	CHINA	PROF BANY	PRT VISIT	17 - 19 November 2024
52	AIRLANGGA ACCOUNTING NETWORKING FORUM 2024	OUTBOUND	INDONESIA	DR. ZAIDI	CONFERENCE	28 November - 1 December 2024
53	EQUIS ACCREDITATION SEMINAR	OUTBOUND	BELGIUM	DR. KHAIRUNNISAK AND MS. AIN HAZIQAH	CONFERENCE	2 - 6 December 2024



TOP COUNTRY FOR GLOBAL ENGAGEMENT 2024

Top 10 Countries by Count



2. STUDENT & STAFF EXPERIENCE

Masterclass Global Leadership

On January 4, 2024, the School of Business and Economics (SBE), UPM, hosted 25 students from 6 countries: Indonesia, Cambodia, Vietnam, Taiwan, Uzbekistan, and the Philippines. They had the opportunity to attend a one-hour Masterclass Global Leadership talk by Dr. Anusuiya Subramaniam, Senior Lecturer at SBE, UPM, shedding light on invaluable global leadership insights towards their personal and professional growth.



A heartfelt thank you to the students for their visit and commitment to exploring collaborative ventures. Together, we look forward to an inspiring journey ahead, shaping new educational horizons.

Student Experience

Putra Aram Liliuran Program: Enhancing Cross-Cultural Understanding and Global Leadership

From February 18th to 24th, 2024, the BBAC Club at SBE UPM, in collaboration with the Faculty of Economics at Universitas Negeri Malang (UM), Indonesia, organized the Putra Aram Liliuran program. This 7-day cultural exchange program, led by Dr. Anusuiya Subramaniam, former advisor of the BBAC Club, and 23 BBA Club UPM students, provided participants with a transformative opportunity to explore and engage with Indonesian culture. The program broke down geographical and cultural barriers, fostering a deeper understanding of Indonesian traditions, society, and business practices. A range of activities, including lectures, workshops, and field trips, allowed students to interact with their Indonesian counterparts and immerse themselves in local experiences.



Notable highlights included visits to Malang Heritage, learning about local Indonesian businesses, tasting traditional Javanese cuisine, and exploring the iconic Mount Bromo. A key academic component of the program was a guest lecture delivered by Dr. Anusuiya Subramaniam on “Leading in a Borderless World: Understanding and Mastering Global Leadership,” which offered valuable insights into navigating global leadership challenges in today’s interconnected world. This program not only enriched students’ cultural and global awareness but also served as a platform for academic exchange, aligning with SBE UPM’s commitment to fostering international learning experiences and enhancing the global perspective of its students.

Student Experience

Enlightening Discoveries: SBESC in Bangkok (EDSIB) Program – Fostering International Exchange and Impactful Learning

From February 20th to 24th, 2024, the School of Business and Economics Student Council (SBESC) at SBE UPM, in collaboration with Thammasat Business School (TBS), Thammasat Social Policy Development Student Council (SPDSC), and Volunteer English Bangkok, successfully organized the Enlightening Discoveries: SBESC in Bangkok (EDSIB) program. This immersive program, led by Dr. Meor Rashydan Abdullah (SBESC's ex-advisor) and Mr. Mohamad Safri Shaharuddin (SBESC staff in charge), along with 23 dedicated SBE UPM students, aimed to provide participants with a transformative learning experience in Thailand.

EDSIB focused on engaging students in impactful Corporate Social Responsibility (CSR) projects aligned with four Sustainable Development Goals (SDGs). These projects not only addressed pressing community needs but also enabled students to develop a deep understanding of CSR practices and their role in contributing to global sustainability efforts.



The program also facilitated cultural and educational exchanges, offering students the opportunity to network with peers, academics, and professionals while gaining valuable insights into Thai culture. Students participated in cultural landmark visits, university tours, and community service activities that deepened their appreciation for Thailand's rich history and traditions. In addition to its academic focus, EDSIB emphasized experiential learning and cross-cultural communication, enhancing students' global awareness and leadership skills. This program reflects SBE UPM's ongoing commitment to fostering international collaboration and enriching students' education beyond the classroom.



THAMMASAT
BUSINESS SCHOOL

Student Experience

Graduate Student Club (GSC) Educational and Cultural Exchange in Singapore

From March 4th to 7th, 2024, the Graduate Student Club (GSC) of SBE UPM, in collaboration with their Singaporean counterparts, embarked on an enriching educational and cultural journey across Singapore. This initiative was designed to expose students to innovative educational models and deepen their understanding of the Singaporean business landscape.

The group visited renowned institutions, including ESSEC Business School and NUS Business School, where they engaged in discussions about educational practices and the integration of business and technology in curriculum development. These interactions provided valuable insights into global business education, enriching students' perspectives on learning in an international context. Beyond academics, the program also offered students a chance to experience Singaporean culture through visits to iconic cultural landmarks.



In addition, meetings with organizations such as the Muslim Kidney Action Association and Singapore Telecommunications Limited allowed students to explore potential collaboration opportunities while learning about corporate social responsibility initiatives and business practices in Singapore. This program highlights SBE UPM's dedication to providing students with opportunities for global exposure, fostering cross-cultural understanding, and building bridges for future academic and industry collaborations.

Student Experience

GSC Club of SBE UPM Visits Universiti Teknologi Brunei (UTB) and Universiti Brunei Darussalam (UBD)



From March 4th to 7th, 2024, a group of four postgraduate students from the Graduate Student Club (GSC) of SBE UPM, accompanied by an Executive Officer from SPE UPM, visited Universiti Teknologi Brunei (UTB) and Universiti Brunei Darussalam (UBD) to explore potential collaboration opportunities and strengthen ties with these esteemed institutions. The visit involved engaging discussions with faculty and students, attending insightful lectures and seminars, and touring key academic facilities. These interactions provided valuable exposure to Brunei's academic environment and offered new perspectives on potential areas for collaboration, particularly in research and curriculum development.

Through this visit, the students not only enriched their academic experiences but also gained an understanding of how international academic partnerships can contribute to their growth. The trip further solidified SBE UPM's commitment to fostering global ties and enhancing the educational and research opportunities available to its students and staff.

Student Experience

Empowering Future Leaders through Global Learning Experiences

On June 6, 2024, the School of Business and Economics (SBE) at Universiti Putra Malaysia (UPM) proudly hosted 43 students from Indonesia, Cambodia, Vietnam, and the Philippines as part of the ASEAN Global Youth Learning & Excursions 2024. The highlight of their visit was a Masterclass on Global Leadership, delivered by Dr. Anusuiya Subramaniam, Assistant Dean (Internationalization) at SBE, UPM. In this one-hour session, Dr. Anusuiya shared invaluable insights into the principles of global leadership, fostering critical understanding and inspiring the students to develop leadership skills essential for navigating an interconnected world. This initiative not only underscored SBE's commitment to international engagement but also provided the visiting students with transformative learning opportunities that promoted both personal and professional growth.



SCHOOL OF BUSINESS
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Student Experience

Cultural and Academic Exchange: Putra Economist Club, SBE UPM Students' Enriching Study Trip to Japan

From 8th to 13th October 2024, a group of students from SBE, UPM, led by the Putra Economist Club, embarked on an enriching study trip to Japan. The trip offered students the opportunity to explore several major cities, including Hiroshima, Nagoya, Osaka, Miyajima, and Kyoto, all within just five days. Despite the short duration, the students maximized their time, experiencing both cultural and academic highlights. Throughout the trip, students visited renowned Japanese universities such as Hiroshima University, Hiroshima City University, NUCB Business School, and Chukyo University. These visits fostered meaningful interactions with Japanese students and faculty during various sharing sessions and cultural exchange activities.



The students shared insights into the Malaysian economy and engaged in discussions that broadened their perspectives on global issues. For many students, the trip was also an opportunity to practice their language skills, particularly those who had studied Japanese. One student, for example, was able to utilize the Japanese they had learned in the previous semester to communicate more effectively with their peers and professors. A key highlight was the chance to engage in conversations with local students, as well as the opportunity to savor authentic Japanese cuisine, such as mochi and ebi tempura. In addition to cultural experiences, the trip also allowed students to explore potential academic pathways, as they were introduced to opportunities for pursuing master's degrees at the visiting universities. The trip would not have been possible without the guidance and support of the accompanying lecturers and staff—Assoc. Prof. Dr. Hanny Zurina Hamzah, Dr. Anitha Rosland, and Mr. Mohamad Safri Shaharuddin. Their leadership and support ensured that the students had a productive and memorable experience.

Student Experience

Advancing Knowledge Sharing Through Cross-Border Academic Exchanges



On June 19, 2024, the School of Business and Economics (SBE) at Universiti Putra Malaysia (UPM) had the privilege of hosting 23 students and 3 instructors from the Faculty of Economics and Business, Universitas Negeri Malang, Indonesia. The visitors participated in a two-hour guest lecture on Global Leadership, delivered by Dr. Anusuiya Subramaniam, Assistant Dean (Internationalization) at SBE, UPM.

The engaging session offered attendees an in-depth exploration of global leadership principles, equipping them with critical insights and strategies essential for thriving in today's interconnected and dynamic world. This initiative reflected SBE's dedication to fostering international academic collaboration, providing a platform for intellectual growth and the exchange of diverse perspectives, thereby enriching the personal and professional development of all participants.

Student Experience

Welcoming GGEP Students!



On 25 November 2024, the School of Business and Economics (SBE), Universiti Putra Malaysia (UPM), proudly welcomed the first batch of Graduate Global Exchange Program (GGEP) students for the November intake. Ten outstanding students from Xi'an University of Finance and Economics, China, embarked on a transformative academic and cultural journey at SBE UPM. The GGEP offers these students a trimester filled with opportunities for academic exploration, cultural exchange, and personal growth within a globally connected learning environment. Designed to bridge universities worldwide, the program provides students with the chance to study at Malaysia's premier business school, access a diverse and dynamic learning community, and network with future leaders from around the globe. This partnership highlights SBE's commitment to fostering international collaboration and providing students with the skills and experiences needed to thrive in a globalized world.

Student Experience

Bridging Borders: Pakuan University Visits SBE

On 4 December 2024, the School of Business and Economics (SBE) was pleased to host a delegation from Pakuan University's Faculty of Economics and Business, led by Dr. Retno Martanti Endah Lestari. The visit was an exciting and insightful opportunity to further strengthen our academic ties and explore new avenues for collaboration.



Discussions focused on enhancing mobility programs, fostering community initiatives, and exploring cutting-edge research opportunities. The visit also included industrial exposure at Bischochiz and Monti Keopi, where the delegation gained valuable insights into local businesses and their operations. These visits serve as crucial platforms for benchmarking, exchanging knowledge, and driving innovation, ensuring that both institutions continue to grow and collaborate effectively.

Staff Experience

Strengthening Academic Ties in South Korea: SBE UPM's Delegation Visit

From 3rd to 5th September 2024, a delegation from the School of Business and Economics (SBE), Universiti Putra Malaysia (UPM), led by Dr. Anusuiya Subramaniam, Assistant Dean of Internationalization, conducted an official visit to leading universities in Seoul, South Korea. At the Sejong School of Business, Sejong University, Dr. Anusuiya Subramaniam delivered a presentation titled "Cultivating Global Opportunities and Expanding Horizons: Academic Positions at UPM," showcasing SPE UPM's global collaboration initiatives and academic opportunities. The delegation also engaged in fruitful discussions with key representatives from Chung-Ang University Business School (CBS), Korea University Business School (KUBS), and Yonsei University School of Business (Yonsei University, Sinchon Campus).



These meetings focused on exploring potential partnerships in education, student and staff exchanges, and collaborative research opportunities. This visit not only reinforced UPM's commitment to fostering international academic collaborations but also laid the groundwork for impactful partnerships, advancing SBE's reputation as a globally connected institution.



Staff Experience

International Academic Exchange: SBE UPM and Binus University Strengthen Global Partnerships

The School of Business and Economics (SBE) UPM successfully executed a comprehensive staff exchange program with Binus University from November 17 to 22, 2024, demonstrating a commitment to international academic collaboration.



During their one-week visit to SBE UPM, the Binus academic staff participated in:

Open Lectures: Sharing academic insights with UPM students and faculty

Research Collaboration: Exploring potential joint research opportunities

Industrial Visit: Connecting academic learning with practical industry experiences

The bilateral exchange from November 17 to 22 underscores SBE UPM's dedication to fostering international academic networks, knowledge exchange, and cross-institutional learning.

- Outgoing UPM Delegation to Binus University: Dr. Siti Salwa Sheikh Mokhtar and Madam Saadiatul Ibrahim
- Incoming Delegation from Binus University: Ms. Anggraeni Woro Hapsari and Dr. Angtyasti Jiwasiddi



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Student Experience

UNDERGRADUATE MOBILITY (INBOUND) 2024			
NO.	TYPE OF MOBILITY	COUNTRY	NUMBER OF STUDENTS
1	STUDENT EXCHANGE	AUSTRIA	10
3	STUDENT EXCHANGE	BELGIUM	1
4	STUDENT EXCHANGE	BRUNEI	3
5	STUDENT EXCHANGE	CAMBODIA	2
6	STUDENT EXCHANGE	CHINA	58
7	STUDENT EXCHANGE	DENMARK	1
8	STUDENT EXCHANGE	FRANCE	26
9	STUDENT EXCHANGE	GERMAN	13
10	STUDENT EXCHANGE	INDONESIA	6
11	STUDENT EXCHANGE	JAPAN	5
12	STUDENT EXCHANGE	KAZAKHSTAN	2
13	STUDENT EXCHANGE	KOREA	8
14	STUDENT EXCHANGE	NETHERLANDS	6
15	STUDENT EXCHANGE	PAKISTAN	3
16	STUDENT EXCHANGE	PHILIPPINES	3
17	STUDENT EXCHANGE	SYRIA	1
18	EDUCATIONAL VISIT	INDONESIA	347
19	VIRTUAL MOBILITY	INDONESIA	105
20	VIRTUAL MOBILITY	KOREA	6
21	VIRTUAL MOBILITY	VIETNAM	2
TOTAL OF STUDENTS			608

UNDERGRADUATE MOBILITY (OUTBOUND) 2024			
NO.	TYPE OF MOBILITY	COUNTRY	NUMBER OF STUDENTS
1	STUDENT EXCHANGE	HONG KONG	2
2	STUDENT EXCHANGE	JAPAN	2
3	INDUSTRIAL TRAINING AND PRACTICAL PROGRAM	JAPAN	2
4	EDUCATIONAL VISIT + VIRTUAL MOBILITY	THAILAND	23
5	EDUCATIONAL VISIT + VIRTUAL MOBILITY	INDONESIA	64
6	EDUCATIONAL VISIT + VIRTUAL MOBILITY	THAILAND	5
7	SHORT-TERM EXCHANGE	CHINA	5
8	SHORT-TERM EXCHANGE	KOREA	2
9	SHORT-TERM EXCHANGE	INDONESIA	1
10	VIRTUAL MOBILITY	INDONESIA + KOREA	127
TOTAL OF STUDENTS			233

THE TOTAL NUMBER OF INBOUND UNDERGRADUTE STUDENTS FOR SPE IN 2024 WAS 639.

SPE HAD 238 OUTBOUND UNDERGRADUATE STUDENTS.



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Student Experience

POSTGRADUATE MOBILITY (INBOUND) 2024			
NO.	TYPE OF MOBILITY	COUNTRY	NUMBER OF STUDENTS
1	JOINT RESEARCH AND FIELD WORK	GERMAN	1
2	STUDENT EXCHANGE	GERMAN	3
3	STUDENT EXCHANGE	AUSTRIA	1
4	EDUCATIONAL VISIT + VIRTUAL MOBILITY	CHINA	12
5	EDUCATIONAL VISIT + VIRTUAL MOBILITY	JAPAN	14
TOTAL OF STUDENTS			31

POSTGRADUATE MOBILITY (OUTBOUND) 2024			
NO.	TYPE OF MOBILITY	COUNTRY	NUMBER OF STUDENTS
1	SHORT-TERM EXCHANGE	UNITED KINGDOM	1
2	VIRTUAL MOBILITY	INDONESIA + KOREA	3
TOTAL OF STUDENTS			4

THE TOTAL NUMBER OF MOBILITY POSTGRADUATE STUDENTS FOR SPE IN 2024 WAS 35.



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ACTIVITIES

1. Global Student Summit (GSS) 3.0



OBJECTIVES

This program acts as a space/platform for students to establish friendships, as well as appreciate multi-ethnic cultures and customs.

In addition, this program also provides opportunities for students to expand their insight into increasingly complex global issues. Students can interact and exchange opinions about global challenges and propose solutions in line with the Sustainable Development Goals (SDGs). The main objectives are:

- Strengthen technical and vocational skills in students to improve their future prospects.
- Strengthening students as young leaders and collaboration through local and international student interaction.



DATE/TIME/VENUE

Date: 30/11/2024 - 01/12/2024

Venue: ZOOM

Collaborating Partner: Jakarta Business School, Kangwon National University dan Buddies Association UPM

Target:

- School of Business & Economics, UPM
- Jakarta Business School, Indonesia
- Kangwon National University, Korea
- Buddies Association UPM

Total Participants: 163

SPE Outbound: 127

SPE Inbound: 36

3. CURRICULUM WITH INTERNATIONAL CONTENT

To incorporate international content into the SBE curriculum, our courses use material that provides various international perspectives, specific references to global content, and critical evaluation of ethical concerns related to globalization, spanning areas such as the environment, business practices, and economic issues especially the engagement with the World Bank.



SBE actively seeks opportunities for MBA students to engage with global organizations, such as the World Bank. From February until May 2024, SPE sent students to the World Bank for their weekly seminar which is held in Kuala Lumpur every Thursday. In a recent activity, MBA students also participated in a Research Seminar SPE-World Bank on 23rd May 2024 organized by SPE in collaboration with World Bank, where they had the chance to collaborate with peers from different backgrounds. The World Bank has sent 3 of their speakers to share their perspectives, and insights into global development challenges. This experience not only broadened their understanding of global issues but also fostered a sense of community and belonging within the MBA program.

CURRICULUM

SBE Exploration Program: Enhancing Experiential Learning through Outdoor Activities

In June 2024, SBE UPM organized the SBE Exploration Program "Jom Masuk Hutan 1.0 & 2.0" at Ayer Hitam Forest Reserve, Puchong, in collaboration with the Deputy Dean's (Undergraduate) Office and the School of Business and Economics Student Council (SBESC). This initiative provided mobility students with an opportunity for experiential learning, offering a unique, hands-on experience that extended beyond the classroom. The program focused on fostering an appreciation for Malaysia's natural environment, as well as promoting teamwork and camaraderie among students.



The day began with a welcome briefing, followed by an energizing morning exercise, setting the tone for the day's adventure. The students participated in jungle trekking and explored the serene Blue Lagoon, where they immersed themselves in the natural surroundings. The program also emphasized the significance of environmental conservation, thus integrating real-world experiences with the curriculum's focus on global sustainability and awareness. By engaging in outdoor activities and interacting with peers from different backgrounds, the students were able to develop a deeper understanding of environmental stewardship, teamwork, and leadership—critical components in shaping their academic journey and future roles as global citizens.

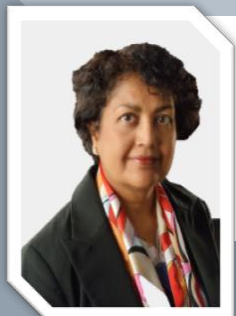
CURRICULUM

VISITING PROFESSORS/ SCHOLAR

In promoting a diverse learning environment and international perspectives, on 2024, SBE welcomed five esteemed international academics as Visiting Professors/scholars. The distinguished guests included Professor Dr. Vijay Singal and Professor Dr. Manisha Singal from Virginia Tech University (USA), Professor Dr. Shigemi Kagawa from Kyushu University (Japan), Dr. Dr. Marcin Wronski from the Warsaw School of Economics (Poland), and Maybank Chair Professor Dr. Yusuf Karbhari from Cardiff University (United Kingdom). These distinguished scholars enriched the academic environment by delivering expert lectures that were enthusiastically attended by both SBE students and faculty members.



Professor Dr. Vijay Singal



Professor Dr. Manisha Singal



Professor Dr. Shigemi Kagawa



Dr. Marcin Wronski



Professor Dr. Yusuf Karbhari

Their visits exemplified the institution's commitment to providing a globally-oriented educational experience, offering students exposure to diverse academic insights and contemporary knowledge.

CURRICULUM

Cultural Diversity in Global HR Management: A Session by Prof. Dr. Waiman Cheung from The Chinese University of Hong Kong

On November 7, 2024, Prof. Dr. Waiman Cheung from The Chinese University of Hong Kong (CUHK), ranked #36 globally by QS and accredited by both AACSB and AMBA, delivered an insightful session on "The Development of Cultural Opportunities in Global HR Management" at the UPM School of Business and Economics (SBE). The lecture provided invaluable perspectives on navigating cultural diversity in the global workforce, tailored for students enrolled in the Human Resource Management course led by Dr. Anusuiya Subramaniam (Assistant Dean of Internationalisation and Senior Lecturer at SBE UPM).



CURRICULUM

SBE Movie Month: Enhancing Curriculum through Global Perspectives

As part of the SBE Golden Jubilee celebration, the SPE Internationalization Team organized the SBE Movie Month, featuring four diverse films spanning genres such as science fiction, comedy, and themes of women's empowerment and family relationships. These films were specifically selected to introduce students and staff to a range of cultures and social issues, promoting a deeper understanding of global challenges. This initiative, aligns with the curriculum by fostering a global mindset and cultural awareness—key elements of a well-rounded education. By incorporating films with diverse cultural and social themes, the event actively supported the integration of intercultural dimensions into the curriculum, enriching students' educational experiences beyond traditional classroom teaching. The screenings, held at the Philip Kotler Hall, also included complimentary popcorn and mineral water, creating a lively and engaging environment for attendees to discuss and reflect on global issues within an academic context.



SPE MOVIE MONTH

Philip Kotler Hall Block E

IMAGINUR (MALAY) ENGLISH SUBTITLES JUNE 6
TIME: 12PM

36 VAYADHINILE (TAMIL) ENGLISH SUBTITLES JUNE 13
TIME: 12PM

FINAL RECIPE (KOREAN-CHINESE) ENGLISH SUBTITLES JUNE 20
TIME: 12PM

BABY'S DAY OUT (ENGLISH) JUNE 27
TIME: 12PM

FREE popcorn and water

HURRY UP LIMITED SEATS ONLY HURRY UP

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BERILMU BERBAKTI



CURRICULUM

Cultural Crossroad Festival: Fostering Intercultural Understanding and Global Awareness

On May 30, 2024, SBE UPM hosted its inaugural Cultural Crossroad Festival (CCF), organized by the SBESC in collaboration with the Deputy Dean's (Undergraduate) Office. This international cultural festival provided students with an opportunity to engage with diverse global traditions, enhancing their intercultural competence and broadening their perspectives. Through a combination of cultural performances, culinary experiences, and interactive activities such as the ddakji competition, the event effectively integrated cultural exchange into the student experience. The festival was designed to promote cultural exchange into the student experience. The festival was designed to promote global awareness and appreciation of cultural diversity, aligning with SBE UPM's commitment to preparing students for their roles as global citizens.



The event not only enriched students' educational journey by integrating global perspectives into their learning but also fostered a deeper understanding of cultural dynamics. This initiative serves as a model for incorporating intercultural dimensions into the curriculum, enabling students to develop the skills necessary for thriving in an interconnected world.

	ACTIVITIES	OBJECTIVES	DATE/TIME/VENUE
1.	'Jom Masuk Kampung' Program  	The 'Jom Masuk Kampung' program at SPE has been active since 2015, with participation open to all SPE students, particularly the inbound mobility students. The objectives for organizing this JMK are as follows: · Provide exposure and understanding to students about the culture of the village community in Malaysia. · Encourage close cooperation and unity among students. · Apply cross-cultural elements to SPE international students in carrying out activities. · Improve cooperation and good relations in communication between students and villagers.  <i>Diverse Programs: SPE offers a wide range of undergraduate and postgraduate programs in business, economics, and finance, catering to students with varied interests and career aspirations. This diversified offering gives mobility students more options to find the perfect program for their exchange period.</i>	Date: 17 - 19 Mei 2024 dan 6 - 8 Disember 2024 Venue: Homestay Kg. Lonek Target & Total Students: SBE Inbound Mobility Students Second Semester Session 2023/2024 29 students SBE Inbound Mobility Students First Semester Session 2024/2025 52 students

List of International Companies for Internships in 2024

NO	NAME OF COMPANY	COUNTRY	NO	NAME OF COMPANY	COUNTRY	NO	NAME OF COMPANY	COUNTRY	NO	NAME OF COMPANY	COUNTRY
1	Founder Securities Co. Ltd Sichuan Branch	China	20	Shandong Grad Group Co Ltd	China	40	Promaxx Online Marketing	China	60	Chengdu NOXY Mechanical and Electrical Equipment Co. Ltd	China
2	Contitech China Rubber & Plastic Technology Ltd	China	21	Aerospace science and industry investment fund management Beijing	China	41	Southwest Branch Of China Construction Eco-environmental Group Co.Ltd	China	61	Jinan Xinda Culture Communication Co. Ltd	China
3	Xiamen International Bank	China	22	Mind Education	China	42	Heian Yating Decoration Co. Ltd	China	62	Yunnan Hengxi Security Consulting Services Co. Ltd	China
4	Meiya PicoInformation Co Ltd	China	23	The Travel Mart LTD	Kenya	43	Suchuan Zhigaoshen Pharamaceutical Technology Co. Ltd	China	63	Tobacco Monopoly Bureau, Yungang District, Datong City China	China
5	Boronz Holding (Azin Electro Ideacompany)	Iran	24	Maanshan Kimberlite	China	44	Chengd Chinaedu Hui-Learning Education Technology Co. Ltd	China	64	GuanDong Xirang Business Co. Ltd	China
6	Bank of Communication Co Ltd	China	25	Qianjin Network Information Technology (Shanghai) Co. Ltd	China	45	Xining Jindao Hongqi Automobile Sales and Service Co. Ltd	China	65	Guangzhou Mingzhi Information Consulting Co. Ltd	China
7	Industrial Securities Co Ltd	China	26	Shanghai Gewu Zhiyuan Network Technology Co. Ltd	China	46	Shanghai Yuanmai Trading Co.Ltd	China	66	Zhaozhuanjia Building Materials	China
8	Henan Shengxin Asset Management Co Ltd	China	27	NIO Shenyang	China	47	Shanghai Yinji Information Security	China	67	Cangzhou Taoshi Agricultural Technology Co. Ltd	China
9	Beijing Xiami Mobile Software Co Ltd.	China	28	Shanghai Bilibili Technology Co. Ltd	China	48	Heilongjiang Hexi Trading Co. Ltd	China	68	Gansu Zezheng Construction Labor Service Co. Ltd	China
10	Ningxia Bank Co Ltd	China	29	Shenghei NIO Sales and Services Co. Ltd	China	49	Shanta Securities Limited	China	69	Handan Real Estate Mapping Team	China
11	Shanghai Hualian Petrochemical Co LTD	China	30	China Life Insurance Co. Ltd Jinan Branch	China	50	Jiangxi Debo Construction Engineering Co.Ltd	China	70	Hui Zhi Science & Technology Co. Ltd	China
12	Beijing Jingdong Group Century Trading Co.,LTD	China	31	Jiangxi Fushine Pharmaceutical Co. Ltd	China	51	Amcor (China) Investment Co. Ltd	China	71	Yinchuan Zhongguancuan Information Valley Technology Services Co. Ltd	China
13	PT Antam TBK	Indonesia	32	Beijing Didi Infinite Technology Development Co.Ltd	China	52	Zhaopin Co. Ltd	China	72	Handan Jingyi Technology Co. Ltd	China
14	China Lin Securities Co Ltd Hunan Branch	China	33	Bo Hai Bank of China	China	53	Chengdu Valuesmedia Company	China	73	Chongqing Xinghan Technology Development Co. Ltd	China
15	Shandong Achne Testing Technology Co Ltd	China	34	Alantra	China	54	The Bank of East Asia (China) Limited	China	74	Panjin Fulong Chemical Co. Ltd	China
16	Hello Travel	China	35	Huainan Panyi Industry Co. Ltd	China	55	GF Securities Co. Ltd	China	75	Hangzhou Career Box Management Consulting Co. Ltd	China
17	Xi'an Little Universe Car sales & Service Company	China	36	Chengdu Valuesmedia Co. Ltd	China	56	Leshan Electric Power Company (Honya Electric Power Branch)	China	76	Shijiazhuang Golden Sun Biology Youjifei Limited Company	China
18	China Citic Bank	China	37	Sahamiye Foundation	China	57	Xi'an Yitong Petroleum Engineering Co. Ltd	China	77	Suzhou Material Electrical Technology Co. Ltd	China
19	Hebei Kuruike Property Management Co. Ltd	China	38	AICIC (Singapore) International PTE Ltd Anhui Representative Office	Singapore	58	China Railway Electrification Bureau Group Co. Ltd	China			
			39	Shenyang Heyun Caitong Financial Consulting Co.Ltd	China	59	Ping An Securities Co. Ltd	China			

4. RESEARCH

SBE Research Day 2024: Celebrating Innovation and Academic Excellence in the Golden Jubilee Year

In celebration of its Golden Jubilee, SBE UPM organized the SPE Research Day 2024 carnival on May 23, 2024. The event featured a Research Seminar in collaboration with World Bank Malaysia, showcasing insights from distinguished international speakers. Additional activities included a Post Graduate Research Talk Competition and the inaugural SBE Research Awards, highlighting the school's commitment to advancing research and academic excellence.



International research attachment, training and teaching experience

On June 11, 2024, the School of Business and Economics (SBE) at Universiti Putra Malaysia (UPM) hosted a pivotal publication talk titled "Some Thoughts on Publishing in High-Quality Journals" at Philip Kotler Hall. Presented by Professors Vijay Singal and Manisha Singal, the session was well-attended by lecturers and students eager to refine their academic publishing skills. The talk provided practical insights into the publishing process, including the importance of constructive peer reviews and active conference participation. The engaging session encouraged dynamic discussions, making it an invaluable learning experience for attendees.



Global Conference on Business and Economics (GCBER) 2024

Additionally, the Global Conference on Business and Economics (GCBER) 2024, held on August 24-25, 2024, at the Swiss Garden Hotel in Kuala Lumpur, showcased a vibrant exchange of ideas among students and academicians from local and international institutions. With the theme "Embracing Diversity: Towards A Sustainable and Inclusive Future," the conference emphasized the importance of diverse perspectives in driving innovation and developing sustainable solutions. The event, attended by SBE's top management and sponsors, reinforced the critical role of inclusivity in fostering growth and creating a more equitable and resilient future.



RESEARCH

International Research Seminar Malaysia-Japan Future Sustainability Summit 2024

SBE UPM proudly hosted over 30 delegates from six Japanese universities at the International Research Seminar: Future Sustainability Summit 2024 on September 3-4, 2024. The event was officially inaugurated by UPM's Deputy Vice Chancellor (Academics & International), Prof. Dr. Ismi Arif Ismail, with the Dean of SBE UPM, Prof. Dr. Bany Ariffin Amin Noordin, also in attendance. The seminar began with an engaging keynote session by Prof. Dr. Shigemi Kagawa, who presented on "The Challenge of Decarbonizing Global Product Supply Chains." His presentation emphasized the significance of input-output analysis in environmental assessments, contributing valuable insights into the critical issue of sustainability in global supply chains. In addition to this, the seminar, held in collaboration with the Malaysian Input-Output Economics Association, brought together 90 participants from six universities in Japan and the United States, five local universities, as well as representatives from the federal and state governments. The seminar aimed to foster collaborative efforts toward green sustainability initiatives, aligning with UPM's commitment to advancing sustainability solutions.



Prof. Dr. Ismi Arif Ismail, in his opening address, highlighted that the seminar was in line with the university's green sustainability initiatives, emphasizing the importance of collaborative efforts to address current sustainability challenges. He also noted that the role of academics is essential in sharing impactful knowledge across disciplines to support both national and global sustainability agendas. The seminar featured 27 research paper presentations focused on quantitative methods for assessing the environmental sustainability impact, with 26 poster presentations by postgraduate and undergraduate students from both local and Japanese universities. Dr. Muhammad Daaniyall Abd Rahman, the seminar chair, expressed hope that the event would enhance research outcomes on sustainability, particularly in addressing the economic, social, and environmental implications affecting society. He also emphasized the importance of using quantitative methods, such as input-output economic analysis, to address sustainability challenges and promote national economic stability. Renowned keynote speakers also shared their insights, including Prof. Dr. Shaufique Fahmi Ahmad Sidique from Universiti Putra Malaysia, Dr. Mohd Yusof Saari from the Ministry of Human Resources and Emiratization, UAE, and Prof. Dr. Sangwon Suh from the University of California, Santa Barbara. Their presentations further enriched the discussions on sustainability and the use of analytical methods to address global environmental issues.

RESEARCH

Financial Literacy & Mental Health: Key Insights from World Bank KL

On 26 November 2024, Prof. Dr. Law Siong Hook delivered a thought-provoking presentation at the World Bank Office in Kuala Lumpur, showcasing his paper titled "Financial Literacy and Mental Health: A Cross-Country Analysis." Drawing from data spanning 137 countries, his research uncovered a compelling link between financial literacy and mental health. By employing a threshold regression technique, Prof. Dr. Law identified a threshold effect, revealing that higher levels of financial literacy significantly enhance individuals' ability to manage mental health challenges.



This finding underscores the pivotal role of financial literacy not just as an economic skill but as a critical factor in promoting mental well-being. Prof. Dr. Law emphasized that investing in financial education globally could serve as a transformative approach to addressing mental health issues, offering a practical and scalable solution for improving quality of life across nations. His insights provide a valuable foundation for policymakers, educators, and global health advocates to foster holistic development and well-being.

RESEARCH

Keynote Address on Sustainability Research at Research Seminar 2024

On 27 November 2024, Dr. Anusuiya Subramaniam, Assistant Dean (Internationalization) at the School of Business and Economics (SBE), UPM, had the privilege of serving as the keynote speaker at the Research Seminar 2024, hosted by First City University College. In her address, titled "Understanding Sustainability Research: Paving the Path to a Resilient Future," Dr. Anusuiya highlighted the vital role of sustainability research in addressing global challenges, fostering innovation, and building resilience in an ever-evolving world. The seminar, themed "Building Resilience: Sustainable Solutions for a Changing World," brought together academics, industry leaders, and students to explore forward-thinking strategies and practical solutions for sustainability.



Dr. Anusuiya's speech emphasized how interdisciplinary research can drive sustainable development, transform industries, and empower communities toward a more resilient future. The event also underscored the importance of collaboration between academia and industry in advancing sustainable practices and ensuring a resilient future for all. SBE UPM is proud to contribute to these meaningful conversations, reinforcing its commitment to excellence in research, global impact, and leadership in sustainability.



5. INTERNATIONAL STAFF

SBE has launched a comprehensive strategy to enhance its international faculty profile, directly addressing EQUIS accreditation requirements for faculty internationalization. On 2024, SBE have successfully recruited two international lecturers from Nigeria and Indonesia.

Our school has embraced a comprehensive digital recruitment strategy, with LinkedIn as our primary platform for attracting international academic talent. Our LinkedIn presence has been carefully crafted to showcase not just job opportunities, but to tell the compelling story of our academic community. Through engaging posts and strategic content, we highlight the vibrant research environment, work-life balance, and unique opportunities that come with joining our faculty in Malaysia. Our LinkedIn strategy goes beyond simple job postings. We regularly share success stories of our current faculty members, spotlight groundbreaking research achievements, and provide glimpses into campus life that help potential candidates envision their future with us. These posts are strategically targeted to reach PhD holders, experienced academics, and research-active faculty members across specific geographic regions of interest.

NO	NAME	COUNTRY
1	DR. UMA BALA	NIGERIA
2	DR. APRIANI KURNIA SUCI	INDONESIA

Another successful strategy has been engaging our PhD alumni, who have become influential ambassadors for our institution across the globe. These accomplished graduates, now holding positions in various universities and research institutions worldwide, serve as vital bridges in our recruitment efforts. They understand our academic culture, research standards, and institutional values firsthand, making them uniquely qualified to promote our faculty positions within their professional networks.



**DR. APRIANI
KURNIA SUCI (INDONESIA)**



**DR. UMA BALA (NIGERIA)
SBE PHD ALUMNI ON 2017**

JOB VACANCY ADVERTISEMENT

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UNIVERSITI PUTRA MALAYSIA**

We welcome qualified candidate who demonstrate strong commitment and dedication to joining our team at the School of Business and Economics. Please find the pertinent details below:

Position : Senior Lecturer (Grade DS51)
Service Scheme : University Lecturer
Classification : Education Services
Service Group : Management and Professional
Position : (i) Permanent (Malaysian)
 (ii) Contract (International)
Salary Range : RM5,855.00 – RM12,445.00
Area of Specialization : Financial Mathematics (Statistics, Financial Modelling Derivatives, Financial Econometric)

REQUIREMENTS:

- A Doctor of Philosophy (PhD) in a relevant field, along with an excellent bachelor's degree (CGPA of 3.00 and above) from local or foreign institution of higher learning which are recognized by the government.
- Excellent communication and interpersonal skills; and
- A strong passion for teaching and research, with demonstrated expertise in the field.

HOW TO APPLY:

- Applications must be submitted using the form available at https://bit.ly/BORANGPNP_UPM and should include a passport-sized photo;
- Applicants are required to attach copies of their academic certificates, transcripts, and a copy of their Identity Cards or Passports; and
- Submit your applications with the relevant document via email by 26th September 2024 to:

Deputy Registrar
 School of Business and Economics
 Universiti Putra Malaysia
 43400 Serdang Selangor
 Email: hrsp@upm.edu.my
 Tel: 603-9769 7777

Note:

- Incomplete applications will not be considered.
- Candidates who successfully pass the screening will be invited for an interview.
- Applications that do not receive a response within six (6) months after submission will be deemed unsuccessful.

IMPACT OF INTERNATIONALISATION

SBE's commitment to staff internationalisation has yielded numerous benefits throughout the year 2024 including:

- **Enhanced Research Output and Impact:** International collaborations have led to increased research productivity, publications in high-impact journals, and the development of innovative research projects with global relevance such as the World Bank.
- **Curriculum Development and Enrichment:** The increasing International experiences on 2024 have informed the development of new courses and programs, incorporating global perspectives such as visiting scholars in SBE curriculum.
- **Improved Teaching and Learning:** Guest lectures, workshops, and collaborations with international partners such as Amazon Web Service (AWS) can enhanced the teaching skills and knowledge of SBE faculty, leading to a more dynamic and enriching learning environment for students.
- **Networking and Partnership Building:** International engagement has fostered strong relationships with partner institutions such as Accredited Business Schools, paving the way for more quality collaborations and student exchange programs.

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