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The Kuala Lumpur—Singapore High Speed Rail (HSR) Project Conference 2017 which was held at Berjaya Times Square Hotel, Kuala Lumpur from 3 to 4 May 2017, assembled 15 industry experts of high speed rail sector to share insights and bring current issues to the industry players.

The conference aimed to provide update on the HSR project and offer business opportunities to all industry players.

Speaking on behalf of UTAR was Lee Kong Chian Faculty of Engineering and Science Dean Prof Goi Bok Min, Institute of Management and Leadership Development (IML) Chairman and UTAR Council Member Senator Low Kian Nyan and General Manager for Sales and Marketing Ravi, General Manager for Sales and Marketing Chan Kiton Nyan and General Manager for Operation Yew Siew Chwin.

Representing UTAR were Lee Kong Chian Faculty of Engineering and Science (LKC FES) Deputy Deans Dr Lai Soon Onn and Dr Guiniazya Issabayeva, and LKC FES Head Dr Mah Shee Keat.

The MoU intended to facilitate development exchanges between both parties.

With the aim to promote collaboration with Henan University of Chinese Medicine (HUCM), the Department of Chinese Medicine Head Dr Te Kian Keong exchanged an agreement on clinical posting regarding student internship with the Faculty of International Education Dean Prof Lu Mei on 18 April 2017.

According to the agreement, HUCM would provide 41-week of intensive Traditional Chinese Medicine (TCM) courses for UTAR undergraduate students, where the participating students will be offered a clinical practice in the medical department, acupuncture-moxibustion department, student department, gynaecology department, paediatrics department, oncology department, ward, pharmacy department and other clinical departments of the affiliated hospital.

An in-depth discussion on future cooperation was conducted and both universities have reached a preliminary consensus to carry out student and faculty training. Chinese medicine clinical short-term training and other aspects.

Visit by Fo Guang University

On 6 May 2017, Delegates from Fo Guang University (FGU) were visited by Prof Yung Chaur-Shin; International and Cross-Strait Affairs Office’s Director Prof Haishu Tian; Deputy Director comma of Business Affairs, International and Cross-Strait Affairs Office’s Director Prof Derek Hsu; Department of Buddhist Studies Prof Dr Ken Cheng-Tsing; and Fo Guan Shan (Malaysia) Department of Buddhist Studies, Fo Guang Shan Chair Professor Chong Siou Wei.

Representing FGU were its President Dr Daosheng Fei, Chairman of Fo Guang Shan Chair Professor Chong Siou Wei; President Prof Dr Grace Kong Tat, Institute of Management and Leadership Development Director Prof Ching Meng Yu, Lee Kong Chian Faculty of Engineering and Science Dean Prof Don Goh, Institute of Chinese Studies Dean Prof Chong Siou Wei; Institute of Social Science Faculty Chair Prof Chin Yee Mun, and Institute of Chinese Studies Dean Assoc Prof Dr Chong Siou Wei.

The seminar aimed to serve as a platform to discuss trends and challenges of the Chinese population in Malaysia.

Agreement with HUCM

The Malaysian Mind Literacy Movement (MMLM), UTAR and Tuniku Abdul Rahman University College held at Sungai Long Campus on 15 April 2017.

This competition aimed to enhance various skills such as brainpower, creativity, intelligence quotient, emotional intelligence, memory skills, mind mapping and critical thinking skills of Malaysians. The competition consists of three main categories, namely Memory Competition, Mind Mapping Competition and Mental Calculation Competition.

The participants stood a chance to win a share of RM60,000. The Winner, 1st Runner-Up and 2nd Runner-Up from each of the categories will receive RM5,000, RM2,000 and RM1,000 respectively. MMLM will also award five consolation prizes worth RM100, Best School Prize, Special Prize for Senior Citizens (age 60 and above), and Children (age nine and below) worth RM500 each for all categories.

Visit on population trends and challenges


Present at the seminar were Minister in the Prime Minister’s Department Datuk Seri Dr Wee Ka Siong, INSAP-cum-TCLC Steering Committee Chairman and UTAR Council Member Senator Datuk Dr Hou Kok Chung, UTAR President Prof Academician Dato’ Dr Chua Hean Teik, Political Secretary to the Prime Minister’s Datuk Wong Nai Chee, INSAP-cum-TCLC Deputy Director Yap Hon Lun, UTAR Vice President Prof Ir Dr Lee Sze Wei, TCLC and Organising Chairperson Prof Chin Yee Mun, and Institute of Chinese Studies Dean Assoc Prof Dr Chong Siou Wei.

Some from left: Prof Chuan, Datuk Sze Wei and Dato’ Hou together with the organising committee members and some speakers at the opening ceremony.

The seminar discussed the current situation of Chinese population in Malaysia and the opportunities and challenges faced by the Chinese community.

Agreement with I-Chem Solution

The MoU with I-Chem is to fine tune the work on the implementation of the two mobile apps named the UTAR bus Go facilitates the live location tracking of UTAR buses at both its Kampar and Sungai Long Campuses.

UTAR is indeed grateful for Ng and his generosity in donating the mobile apps to the university.

Mobile apps for bus and security management

UTAR’s Software Development and Multimedia Services Centre and IT Infrastructure and Support Centre to work on the implementation of the two mobile apps named the UTAR Patrol and the UTAR bus Go.

The UTAR Patrol is a security monitoring system which can be used to facilitate the live location tracking of campus security guards whereas the UTAR bus Go facilitates the tracking of the location of UTAR buses at both its Kampar and Sungai Long Campuses.

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UTAR Kampar to hold ASC 2017

Malaysian Chinese Culture and Arts Consultative Council and UTAR launched the blossoming Arts Festival Malaysia (BAFM) “Roots” Short Film Contest 2017 at UTAR Sungai Long Campus on 29 May 2017.

Invited to launch the contest was Deputy Women, Family and Community Development Minister-cum-Malaysian Chinese Culture and Arts Consultative Council Chairman Datuk Paduka Chew Mei Fun. Also present at the launching ceremony were UTAR President Ir Prof Academician Dato’ Dr Chuah Hean Teik, Chinese Film Association of Malaysia (CFAM) President Dennis Lai, CFAM Vice President Leonard Lee and CFAM “Roots” Short Film Contest 2017 Organising Chairperson Selim Choo.

Lai said, “It’s not easy to become a scriptwriter. It needs a long period of time to write and plan the story line. Scriptwriting, like any other form of professional writing, is a specific, learnable craft that requires study, talent, training, practice and an immense level of commitment.”

Lee added, “Film industry comprises the technological and commercial institutions of filmmaking. A good film is one that sticks to commitment.”

The ASC 2017 will see four Nobel Laureates include Nobel Laureates in Chemistry Prof Lee Yuan-Tseh, who is also the Co-Founder of ASC, and Prof Dr Ada E. Yonath; Nobel Laureate in Physiology or Medicine Prof Sir Richard J. Roberts, and Nobel Laureate in Physics Prof David Gross.

Other local and international experts include Science Advisor to the Prime Minister of Malaysia Prof Tan Sri Zakri Abdul Hamid, Academy of Sciences Malaysia Senior Fellow Prof Emeritus Dr Yong Hoi Sen, CEO of Kuala Lumpur Kepong Berhad Tan Sri Dato’ Seri Lee Oi Hian, Founder and Executive Chairman of Top Glove Group of Companies Tan Sri Dr Lim Wee Chai, Founder and Executive Chairman of Silverlake Group Dato’ Ben Hoo and Goh Peng Ooi, Recipient of the 2016 Gruber Neuroscience Prize Prof Poo Mu-Ming, and distinguished Molecular Biologists Prof Suzanne Cory and Prof Jerry Mckeef Adams.

“This is the first time we have four Nobel Laureates under the same roof in Malaysia,” said UTAR Vice President Prof Ir Dr Lee Sze Wei.

ASC 2017 Steering Committee Chairman Datuk Ir Hong Lee Pee said, “This is also the first time the talks are open to the public in order to create a much needed STEM workforce in the future.”

While speaking about the importance of STEM education, Datuk Hong mentioned the worrying state of students’ current disinterest in STEM subjects and that in the future, 80 percent of our jobs will be related to STEM. He also pointed out that teachers should encourage students’ interests in STEM as learning these subjects will effectively help students to develop their skills in logical reasoning, creativity and innovation. Datuk Hong also gave real life examples of the C-suites in the banking and finance industry requiring basic and adequate background knowledge and understanding in STEM. According to him, the STEM knowledge proved to be of great help in approving and auditing loans related to construction, R&D and others.

“Since 2014, UTAR has been working closely with the ASEAN Academy of Engineering and Technology, Malaysian Industry-Government Group for High Technology and the Institution of Engineers Malaysia in promoting STEM education,” said Datuk Hong.

Prof Lee explained, “Through STEM education, the teachers are able to raise the students’ awareness of contributing to the progress and development of the society, nation and the world.”

One hundred and sixty secondary school principals, deputy principals and representatives from the SMJK Council (Malis Pengetua Sekolah-Sekolah Menengah Conforming Malaysia) called on UTAR Kampar Campus on 18 April 2017.

Led by the council’s chairman-cum-SMJK Choo Min principal Tan Teik See, the council’s vice-chairman-cum-SMJK Nani Hwa principal Ng Aik Geen, the delegation was received by UTAR Vice President Prof Ir Dr Lee Sze Wei and Division of Programme Promotion Director Lee Choy Yong. Also present was Chairman of Associated Chinese Chambers of Commerce and Industry of Malaysia’s Science, Technology and Innovations Committee Chairman Datuk Ir Hong Lee Pee, who, along with Prof Lee, delivered talks highlighting the importance of STEM (Science, Technology, Education and Mathematics) education.

Therefore, today’s MoU for the Chair in Ayurveda is an extension of the collaboration with the aim to train quality medical professionals.”

Tun Ling explained, “UTAR has embarked on the journey of setting-up a hospital in Kampar, offering both contemporary medicine and traditional and complementary medicine. Hence, the signing of this MoU is a significant step in helping the university to train quality medical professionals and the establishment of the hospital.”

His Excellency said, “We are pleased to liaise with UTAR through this MoU to set up a Chair for Ayurveda. I believe this is the beginning of our meaningful collaboration with efforts from High Commission of India in Malaysia, CCRAS and UTAR.”

SMJK Council calls on UTAR


Present at the MoU signing ceremony were the Deputy High Commissioner of India His Excellency Nikhilesh Chandra Giri and the First Secretary (Commerce and Information) to the High Commission of India Bramhanidri Ramachander.

On behalf of UTAR were its Chancellor Prof Dr Ada E. Yonath; Nobel Laureate in Chemistry Prof Lee Yuan-Tseh, who is also the Co-Founder of ASC, and Prof Dr Ada E. Yonath; and UTAR’s Academic Chair for Ayurveda Prof Chuan.

According to UTAR’s Vice President Prof Ir Dr Lee Sze Wei, the MoU is a significant step in helping the university to train quality medical professionals and the establishment of the hospital.

His Excellency said, “We are pleased to liaise with UTAR through this MoU to set up a Chair for Ayurveda. I believe this is the beginning of our meaningful collaboration with efforts from High Commission of India in Malaysia, CCRAS and UTAR.”

From left: Prof Ewe, Prof Chuan, Tun Ling, His Excellency Nikhilesh and Bramhanidri at the MoU signing ceremony.

From left: Prof Chuan, Datin Paduka Chew Mei Fun, Tun Ling and Prof Dr Ada E. Yonath.

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Malaysians. I believe this contest would be a good platform for the younger generation and all the Malaysians to explore and understand the importance of our roots.”

BAFM Roots Short Film Contest 2017

The delegates at the iconic Dewan Tun Dr Ling Long Srik during the campus tour.

From left: Prof Chuan, Datin Paduka Chew Mei Fun, Tun Ling and Prof Dr Ada E. Yonath.

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UTAR hosts 19th MFAC 2017

In conjunction with the 60th anniversary of the establishment of Malaysia-Japan diplomatic relations, Japan Kobe Male Choir held a concert at Sungai Long Campus on 10 April 2017 together with UTAR Choir and Chinese Orchestra.

The Japan Kobe Male Choir was performed by 36 members and accompanied by one female pianist Watanabe Tomoko and three conductors, namely Watanabe Hiroyuki, Tanaka Takashi, and Ichino Masao.

The closing ceremony also saw the presence of representatives from the Malaysian Investment Development Authority (MIDA), East Coast Economic Region Development Council, Halal Industry Development Corporation, Malaysia Service Providers Confederation and Royal Bird’s Nest Sdn Bhd.

Additionally, UTAR and QIPAC signed a Memorandum of Understanding (MoU) in collaboration with the Malaysian Prime Minister’s Special Envoy to Japan Tan Sri Ong (fifth from left) and Prof Chuah (third from left) with the 10 training participants from QIPAC after the MoU signing ceremony.

UTAR in collaboration with the Multimedia and Malaysia Digital Economy Corporation and Digital Content Alliance Sdn Bhd conducted a training session called “eRezeki Global High Income’s (eGHI) Training of Trainers” (ToT) from 25 to 28 April 2017 at Kampar Campus and from 3 to 9 May 2017 at Sungai Long Campus.

Apart from generating additional income, the programme is also aimed to pave road and train low income families on how to capitalise and earn income in digital space.

The Northern Regional Manager of “eGHI ToT” Siti Munirah binti Abdul Malik enthused, “The government is continuously trying to implement various national economic development programmes.

Therefore, this programme could be a great platform for everyone to gain benefits from it.”

Chng Lee Muei from the Faculty of Engineering and Green Technology said, “I am glad to be part of this training because it provides a good exploration to various digital platforms to earn supplementary income.”

Dr Chang Jing Jing from the Faculty of Information and Communication Technology said, “It was a very informative programme where several digital platforms were introduced to earn money as a freelancer. These platforms allow one to sell their skills in areas such as website development, translation, design, and photography.”

Lee Kong Chian Faculty of Engineering and Science lecturer Lau Kean Hong said, “We have learnt how to navigate through these new platforms and have a better understanding of the process, the market, and government’s initiatives.”

Faculty of Creative Industries Head Tan Han Keong said, “The eRezeki training was very informative and opened up my eyes to the endless possibilities made available for our students.”

Department of Soft Skills Competency Nur Farahin binti Bahar said, “I was introduced to several platforms such as Upwork, Freelancer and Kerja Digital to generate extra income.”

Participants listening to the facetoFace attentively during the ToT at Kampar Campus

Japan Kobe Male Choir Concert Tour

Dr Au Yong said, “The conference encourages intellectual presentations of research findings from researchers, academics, and postgraduate students.”

Prof Lee said, “We’re thankful for the opportunity to host the conference. It’s truly an eye-opening experience to be present among the esteemed speakers.”

Prof Obiyathulla said, “This year’s theme enabled us to think of the new challenges and policy directions that will be needed in facing the uncertainties.”

Dato’ Lee enthused, “I believe this conference enables the participants to realise the importance of addressing the current financial crises and pave the road for potential global collaborations.”

UTAR Vice President Prof Dr Cheong Chee Keong said, “As a university committed in research excellence, we truly welcome this opportunity which allows us to engage with a wider network of academics and practitioners.”

Prof Ho said, “I would like to thank the organising committee for a job splendidly done and I believe that the conference’s enriching keynote lectures have benefited the participants in many ways.”

Dr Chee Lee said, “The conference provided us with important insights for future plans. Besides, we are glad to ink an MoU with UTAR.”

Tan Sng Ong said, “I am happy to see that UTAR is able to share our expertise with other countries through a training programme as such. It is also very crucial that both economies are able to share resources and train the manpower to foster strengths for project like CMQIP.”

It was a very informative programme.
Four teams from Studio 1 of the Department of Architecture and Sustainable Design Lee Kong Chian Faculty of Engineering and Science’s (DASD LKC FES) façade designs were selected as the preferred designs via public voting and by White Noise at the Column Design Competition held at Sunway Velocity Mall, Cheras on 28 March 2017. The competition required the students to design an extended façade to the existing six funnelled steel columns located on Level 5 of the mall. The competition is also a collaborative effort between Department of Architecture and Sustainable and White Noise. Those who involved were DASD lecturer Leong Hung Sek and Teo Bun Tee, Marketing Director and Project Coordinator of White Noise Yugo Tham and Joy Ho, freelance Art Director Douglas Ho, and Entrepot Director J K Yang.

Outstanding Paper Award

Faculty of Accountancy and Management’s (FAM) Assoc Prof Dr Law Kian Aun was endowed with Outstanding Paper Award in the 1st International Conference on Global Business, Entrepreneurship and Active Industry (ICGBEC) which was held in Avani绷e Hall, University Kuala Lumpur (UniKL) City Campus on 2nd and 6 December 2016. The international conference was jointly organised by University Kuala Lumpur (UniKL) and University College Poly –Tech MARA (KPUTM). Bearing the theme ‘Prospect and Challenges’, the conference brought together many academicians, researchers, practitioners, professionals and students to share their topics of interest in the fields of theoretical, experimental, applied Entrepreneurship, Management and Business, and Creative Industry.

The paper titled “A qualitative study on the perception of foreign medical tourist, on medical tourism in Malaysia”, was awarded as the most Outstanding Paper at the conference.

Four wins at competition

Best Project Award

Faculty of Engineering and Green Technology (FEGT) Petrochemical Engineering graduate student Kenneth Teo Sze Kai was presented the Ir Chan Yew Kwei Best Project Award during a presentation ceremony at Kampar Campus on 1 March 2017. Also present at the ceremony were FEGT Deputy Dean Ir Dr Ng Oon Aun, FEGT Heads Assoc Prof Yamuna Munusamy and Dr Low Chong Yu, and other FEGT academics. The annual award was presented by Ir Chan, who is an Industry Advisory Panel member of FEGT. Teo was rewarded RM3,000 as the recipient of the Ir Chan Yew Kwei Best Project Award.

The competition is also a collaborative effort between Department of Architecture and Sustainable and White Noise. Those who involved were DASD lecturer Leong Hung Sek and Teo Bun Tee, Marketing Director and Project Coordinator of White Noise Yugo Tham and Joy Ho, freelance Art Director Douglas Ho, and Entrepot Director J K Yang.

The VIPs and the Long Service Award recipients

UTAR Staff Long Service and Excellence Awards 2017 was held at Kampar Campus for the first time on 13 May 2017. An annual event to reward those who have served the university for a decade and to acknowledge the academics for their excellent teaching and research endeavours as well as the administrative staff for their service excellence, the ceremony was graced by UTAR Chancellor Tun Dr Ling Long Sik. He was accompanied by his spouse Toh Puan Ena Ling, UTAR President Prof Ir Dr Yap Vooi Voon, UTAR Vice Presidents Prof Ir Dr Leong Hung Sek and Teo Bun Tee, Marketing Director and Project Coordinator of White Noise Yugo Tham and Joy Ho, freelance Art Director Douglas Ho, and Entrepot Director J K Yang.

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Creative murals brighten campuses

UTAR students, staff and faculties came together to transform the campus walls and corridors into a canvas of artistic and colourful drawings, showcasing creative ideas. Both the staff and most students took on the tasks of brainstorming for ideas, planning the task schedule and then painstakingly drawing, colouring and painting; which took days and weeks of patience as they worked on the intricate details. The outcome was incredibly impressive in both campuses which goes to show that teamwork and unity do promote a whole lot of creativity.

Kampar Campus


Food is a central activity of mankind and one of the single most significant trademarks of a culture.

Albert Einstein

A mural by Faculty of Engineering and Green Technology lecturers Dr Khair Sook Cheng and Tan Zhi Hui to promote environmental awareness.

Sungai Long Campus

A mural carried out by Dr Siti Naem Wong and his students T. SiwahUni, Tan Yen Fang, Ong Yen Hui, Ting Chee Siong and Ng Su Ming to promote STEM at the Faculty of Science.

A collection of motivational quotes completed by Faculty of Information and Communication Technology lecturers Dr Khair Sook Cheng, Lin Ean Hong and Tan Lye Lian.

A tribute to Yasmin Ahmed by the Faculty of Arts and Social Science lecturer M. Selbath Kumar.

From left: Faculty of Accountancy and Management (FAM) staff Farah Wafieka binti Jaliluddin, Mariana Azila binti Mahbzan, Farah Nuruliana binti Ibrahim and J. Jayawarna.

FAM lecturer Tan Wee Kee Choong raises awareness through a drawing inspired by the United Nations Educational, Scientific and Cultural Organisation (UNESCO).

A mural painting by Faculty of Medicine and Health Sciences (FMHS) Prof Shefali Sood and Year Four student Rishundar Singh.

A mural by Prof Shefali Sood and Rishundar Singh to encourage staff and students to exercise their lungs.

Shem Sheel Fang Ling, Lim Hui Li, Wong Kai Juan, Lim Choon Yee, Chan Boon Zhi and with some FAM staff Dr Lin Wan Long, Lim Yew Wai, Low Baik Cheng and Naranen Kong Ching Ching portrayed the current condition of the earth through the ‘Climate Action’ mural.

A mural by Prof Shefali Sood and her students to cultivate the fitness and health

A collection of Chinese calligraphy masterpieces and Chinese knots led by Dr Lim Chee Men and his former students to symbolise Chinese traditional culture at the Institute of Chinese Studies (ICS).

Stairs labelled with motivational quotes led by former staff of Centre for Foundation Studies (CFS) Lim Ji Beow.
The Lee Kong Chian Faculty of Engineering and Science (LKC FES) final year project (FYP) Committee organised a FYP poster competition on 12 April 2017 at Sungai Long Campus. The competition aimed to cultivate creativity, problem solving skills and research interest among LKC FES students that would benefit the society. The posters were categorised under six tracks, namely Sustainable Development and Green Technology, Social Studies and Project Management, Software Design and Prototypes, Theoretical or Experimental Sciences, Applied Mathematics, Process Automation and Simulation, and Applied Engineering.

Each champion and the first runner-up went home with a cash prize of RM250 and RM150 respectively, as well as a trophy and a certificate. Also, the most liked poster on Facebook was awarded a cash prize of RM250, a trophy and a certificate. The event was sponsored by Sricool Engineering Sdn Bhd.

Two teams from the Faculty of Information and Communication Technology (FICT) secured third and fourth prizes at the 2017 F-Secure Inter-Varsity IT Security Competition held on 17 March 2017 at the Capnb by Fraser @ Bangsar South in Kuala Lumpur. The teams were led by the FICT lecturers Prof Lau Phoei Yee, Dr Gan Ming Lee and Dr Vasaki Ponnusamy. The competition was aimed at cultivating local talents and encouraging more undergraduates to venture into the field of IT security. The competition tested the participants on the general knowledge of cybersecurity, news and current issues related to cyber threats, understanding security and targeted cyber-attacks, programming, debugging, understanding algorithms and coding in C/Python, predicting the output of code snippets, and digital forensics.

Second in National Chem-E Car Competition

It was a proud moment for a team of five UTAR students to emerge as first runner-up in the Nottingham University Robot Competition (NURC) "UltiMake Makerthon 2017", an annual international robot competition held at The University of Nottingham Malaysia Campus in Selangor from 8 to 9 April 2017. The team comprised of Electronic Engineering student Tan Boon Kai, Chew Jia Ching, Eileen Tan Mei Foong, and Foo Kian Sang from the Faculty of Engineering and Green Technology, and Computer Science student Lim Yun Kai from the Faculty of Information and Communication Technology.

The team walked away with a cash prize worth RM800, three silver medals, and three Raspberry Pi Model 3Bs, a credit-card sized computer that is plugged into a television and a keyboard to imitate the similar use of a desktop PC.

Second in UltiMake Makerthon

This was a crowning moment for a team of UTAR students from the Faculty of Engineering and Green Technology (FEGT) to win the second prize in the 12th National Chem-E Car Competition 2017 for the Poster Presentation category held at the Universiti Malaysia Pahang in Gambang Campus from 7 to 8 April 2017. The team comprised of Petroleum Engineering students Cheng Yi Sheng and Chong Choon Keat; and Electronic Engineering student Tan Mun Hoi. The team led by team advisors-cum-lecturers from FEGT Dr Leong Siew Yoong and Dr Gobi Kanadasan, walked away with a silver plaque.

Chem-E Car Competition is an annual university competition organised by the Chemical Engineering Technical Division (CETD) of the Institutions of Engineers of Malaysia (IEM).
Emerald (UK) Most Read Article

A research paper by Faculty of Business and Finance (FBB) academics Garry Tan Wei Han and Dr Lee Voon Hsean was recently awarded the "Most Read Article" by the prestigious world-leading academic publishing company, Emerald (UK)'s Industrial Management and Data Systems journal.

Titled "Mobile Applications in Tourism: The Future of the Tourism Industry?", the paper, which was also co-authored by Prof Dr Ooi Keng Boon of UCSI University and BellSouth Corporation Prof Dr Binshan Lin of Louisiana State University in Shreveport, USA, was given the recognition based on the number of downloads worldwide since its publishing in March this year.

Emerald (UK)'s Industrial Management and Data Systems journal contains a high number of quality research papers produced by reputable academics. "To have the Industrial Management and Data Systems editor Assoc Prof Dr Kain Ai Chong Yee Loong, a prominent scholar at the Nottingham University Business School, China, accepting our paper is truly an honour", remarked Tan, who has also been acknowledged as the world's ‘10 Most Productive and Influential Authors in Mobile Commerce and Applications’ by Thomson Web of Science Publications between 2000-2015. According to Tan, the applicability of mobile applications was a relatively new research area that had a significant contribution towards the Malaysia's tourism industry.

"Our study explores the psychological behaviour of consumers and how they affect the adoption process," added Dr Lee, who foresees the progression and proliferation of research articles in this area.

Both Tan and Dr Lee expressed their sincere gratitude to UTAR and attributed the success of the research to the grant funding from the UTAR Research Fund.

Research & Development (R&D)

UTAR research initiatives

UTAR has achieved rapid growth over the years and has engaged in many projects and research that are beneficial for the Malaysian society. For example, the research on the smart grid and solar energy, improve the usage of solar panels to generate electricity and to fit that into the national grid system. It also stores the energy during the day for night usage.

"This research project is funded by the local as well as the international funding agents due to its potential of bringing significant, financial and environmental benefits to the society. The performance of the system is further improved through an international collaboration with one of the most leading researchers at UK University. Furthermore, this project has received much attention from the utility company, Tenaga National Berhad, due to its potential improvement on their networks."

Another example is the project that made use of the waste of oil palm mills. There is high demand for fibres in Malaysia, but due to the decreasing amount of coconut husk to supply these fibres, people have resorted to palm tree as an alternative. However, the processing practice has a lot of issues that need to be dealt with, such as its pungent smell and colour.

Therefore, researchers from UTAR were invited to work together with several companies to solve these problems. UTAR strongly believes that further steps should be taken to explore on how the findings and output of this project can be applied in real life. Hence, UTAR continues to work closely with the industry to serve the society, also to expand the industry in Malaysia through constant dialogues, discussions and match-making with external parties.

UTAR also aims to help the industry penetrate into the international market, meanwhile improve the economy of the country.

UTAR has taken several initiatives to encourage more research and publication among the academics. One of the areas that was delve into would be the linkage between a university and an industry and it has become a challenge that all researcher’s need to realise. Thus, it is vital to encourage the researchers to conduct impactful and effective research for the society with the collaboration of the industry especially in getting research funding.

"With the current economy landscape and fluctuated expectation, the chances of obtaining research fund would be higher if the research has greater impact to the socioeconomic development of Malaysia and relevant to the Malaysian industry. There are also incentives and schemes for the researchers/staff to boost them up."

When asked about the future outlook of research, Prof Lee said, "We would continue to make UTAR’s research more relevant to the industry, nation and society and at the same time we will ensure that the research done in UTAR are cost effective."

In order to provide a comprehensive overview of UTAR’s R&D to the stakeholders UTAR will continue to put in immense effort and strive towards R&D Excellence.

Gold in ITEX 2017

A team of eight researchers from UTAR’s Faculty of Engineering and Green Technology (FEGT) and Faculty of Science (FSc); and other local and overseas collaborative institutions won gold in the 28th International Innovation, Innovation and Technology Exhibition (ITEX) 2017 held at the Kuala Lumpur Convention Centre from 11 to 13 May 2017.

An official annual scientific meeting of the Korean Endocrine Society since 2013. SICEM saw the get-together of over 1,200 academicians, researchers, clinical practitioners, professionals and students from more than 15 economies to share novel ideas and to learn about the latest studies in the field of endocrinology and metabolism.

Dr Say’s paper titled, ‘Association of dopamine receptor D2 gene (DRD2) Taq1 polymorphisms with eating behaviors and obesity in Malaysian subjects’, which highlighted the influence of variants in the gene encoding for the brain chemical transmitter receptor DRD2 in emotional eating, the choice of certain foods and obesity, was awarded as one of the five best overseas plenary oral presentations.

IPSIR Director elected as ASM Fellow

UTAR Institute of Postgraduate Studies and Research (IPSIR) Director Prof Dr Faidz bin Abd Rahman was elected as an Academy of Science Malaysia (ASM) Fellow for contributions in Mathematics, Physics and Earth Sciences during 22nd Annual General Meeting held on 22 April 2017.

Prof Faidz is a well-known researcher in Optical Engineering in Malaysia. His current research interests are on optical fibre sensors, acoustooptical fibre filters, fibre lasers and fibre microsensors.

"It is a great honour for me to be elected as an ASM Fellow. This will drive me to be more responsible to the relative field and contribute more to the society. Being a researcher, diligence is very important because a diligent person will continually work hard towards his or her goals, makes use of the resources and opportunities that are available and these make a good researcher. Besides that, passionate researcher faces up to make a difference,” said Prof Faidz.

Prof Faidz was a Research Fellow at Telekom Malaysia Research and Development Sdn Bhd from 2003 to 2005, i.e. the Research and Development (R&D) arm of the largest telco company in Malaysia. He is also a Professor at the UTAR Lee Kong Chian Faculty of Engineering and Science. He was an Exco member in the Institute Physics Malaysia from 2013 to 2015 and was a committee member for IEEE LEOS Malaysia from 2005 to 2006. He served in various capacities in agencies such as the National Professor Council, Ministry of Science, Technology and Innovation, and Ministry of Education to look into the R&D policies and proposals. He also served as chair and committee for various international and local conferences such as PERFIK2003, ASIL2007, PIERS2012, ISMOT2013, CIE2014, PERFIK2014 and etc.
Local Herbs Day

The Centre for Biodiversity Research, Faculty of Science and the Institute of Postgraduate Studies and Research jointly organised the Local Herbs Day for the first time at Kampar Campus on 8 April 2017. Attended by over 150 participants consisting UTAR staff, students and the general public, the community outreach event was themed ‘Health, Cleanness and Remedy’ and served as a platform to introduce and raise awareness on the uses of local herbs.

Lending more significance to the event was the presence of four experts, namely Herbswak Consultant Principal Consultant Dr Abdul Ghani Hussain, KL Academy of Traditional Chinese Medicine academic Haw Ming Hock, AK Pharmacy and Naturopathy Center founder Prof Dr Ananthan N. G. Krishnan, and founder of PK Herbal Research Centre Lee Chin Yoong, who opened the participants’ eyes to the myriad local herbs and their uses.

Talks on Accounting Research and Secondary Data

The Centre for Accounting, Banking and Finance (CABF) under the Faculty of Business and Finance (FBF) organised two talks titled “Accounting Research: An Experience Sharing” and “Accounting Research in Secondary Data” by Dr Yu-Hsuan Chung on 13 March 2017 and 18 April 2017 respectively at Kampar Campus.

Present at the talks were Dean of FBF Dr Au Yong Hui Nee, FBF Deputy Dean Dr Lau Lin Sea, CABF Chairperson Dr Krishnya Moorthy Manicka Nadar, the FBF Head of the Department Theresa Wong Lai Har, FBF lecturers and UTAR staff.

In his first talk, Dr Chung spoke about his research experience in the field of Accounting whereas his second talk was about the practicality of secondary data in the field of accounting research.

Dr Chung is an assistant professor of the Department of Accounting at Tunghai University since 2015.

Talk by OTH Regensburg

The Centre for Computing and Intelligent Systems and the Centre for Information Systems and Software Technologies organised a talk titled “OTH Regensburg: Exchange opportunities and research overview in the field of IT - Management in particular and Computer Science in general” on 3 May 2017 at Sungai Long Campus and on 5 May 2017 at Kampar Campus.

This talk aimed to discuss the exchange opportunities and internship for UTAR students and staff, as part of Ostbayerische Technische Hochschule (OTH) Regensburg’s collaborative activity. The speaker was Prof Dr Markus Westner, a professor of Faculty of Computer Science, Computer Science and Mathematics from OTH Regensburg who specialises in IT - Performance-Management and Management Control.

He spoke of the exchange opportunities accessible for the students and staff, offering advice and information on all aspects of studying abroad and at OTH Regensburg, and living in Regensburg.

Professorial Public Talk on Research Challenges

The Centre for Sustainable Development and Corporate Social Responsibility in Business (CSDCSR) organised a professorial talk titled “Identifying Research Gap and Finalising Research Problem” at Sungai Long Campus on 26 April 2017. The talk was presented by Prof Dr Deep Kumar Mohanachandran who holds full Professor of Behavioural Sciences, Consumer Behaviour, Entrepreneurship, Human Resource Management, Organisational Behaviour, Qualitative and Quantitative Research and Consultancy Strategy.

The aim of the talk was to provide an overall understanding of research and publication. The talk covers topics related to issues and challenges of doing research such as identifying research philosophy, engagement in literature review, identifying research gap, identifying research topics, creating problem statement and methodology.

EXtra English Camp 4.0

A charitable cultural night

The school students receive free spectacles

The Department of Languages and Linguistics (DLL) under the Faculty of Arts and Social Science (FAS) of Kampar Campus successfully organised an one-day intensive English camp titled ‘EXtra English Camp 4.0’ for Form One students of SMK Methodist Timah, Tanjung Tualang and SJK (C) Jeram, Perak; and Form One students from SJK (C) Chun Yin, Negeri Sembilan on 2 March 2017 and 19 May 2017 respectively.

Present at the event was UTAR Chancellor Tun Dr Ling Liong Sik, Founder of Optopreneur Education Group and England Optical Group Prof Dato’ Dr Chin See Keat, The Malaysian Association of Practising Opticians (MAPO) President Tai Lee Pin, MAPO secretary Ng Yin Yoon, MAPO delegates Teng Cheok Hong, Christopher Tai and Teng E Wei, the school Principals and UTAR staff.

This ceremony marked the completion of phase one of the Gift of Eyewith project mooted by Tun Ling last year to help young students, especially the ones in need.

School students receive free spectacles

UTAR being a university that constantly emphasises on contributing to the society, through its principle ‘By the people, for the people’ has been nurturing students to be likewise serviceable to the society regardless of age and background.

Upholding that principle was the charitable “All in Cultural Night 2017” event, organised by the International Friendship Society (IFS), which took place on 27 May 2017 at the Kampar Campus.

Attracting over 2,000 audience, the event kick-started with an opening ceremony, attended by Department of Soft Skills Competency Kampar Head Hee Cheen Yee, Director of Six Base Technology Sdn Bhd Frey Wong, Director of Global Line Network (China) Vincent Wong, Director of NCT Technologies Group Simon Ng, Director of ARTH Watches Liew Han Yang, Director of J&J Commerce Jack, IFS Chairperson Goh Yi Ti, Student Representative Council (SRC)’s Faculty Representative Ang Teck Chee and Organising Chairperson Ng Kah Yan, followed by a lion dance and drum performance by the 24 Festive Drums team of the WuShu Club.

“As students who are taught to contribute to the society, our motivation came from our eagerness to help with the UTAR Hospital project and to help the less fortunate community in Kampar,” said Kah Yan.

Apart from organising the event for a good cause, it was also a learning platform for both local and international participants to showcase their respective cultures and learn about others’ cultures.

The event proceeded with a sequence of performances such as Wushu, Colour of Voices Acapella performance, Icezone Magic show, Elecidshot street dance performance and a lucky draw session. Ending the night on a good note were the special guest performances by two Taiwan artists, namely Sam Lee 卢 安安 and Lara Liang 梁 琳琳, followed by a heart-pounding DJ session with DJ Arto.
拉大中文系生喜获文学奖

马大文学奖主办的第19届全国大专文学奖（全文）颁奖典礼于2017年4月21日假马大东姑大礼堂举办，旨在提升全国大专生的文学水平和对文学的认知，同时也提供一个大专生能够交流及分享心得的平台，并从中发掘新秀。六位来自拉大中文系的学生更获得了亮眼的成绩。

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FCI anjur tayangan filem LXXI • 71

S ekumpulan pelajar tahun akhir program pengajian Penyiaran dari Fakulti Industri Kreatif (FCI) UTAR telah menganjurkan sebuah sesi tayangan filem yang bertajuk LXXX • 71 pada 23 April 2017 bertempat di Taman Teknologi Malaysia. Sesi tayangan yang dianjurkan tersebut merupakan sebahagian dari projek tahun akhir pelajar-pelajar jurusan penyiaran UTAR. Tajuk unik sesi tayangan LXXI • 71 ini terdiri daripada angka roman yang memberi simbol jumlah bilangan krew yang terdiri daripada 70 acara serta setiap satu pelajarnya.

Antara objektif utama projek tersebut ialah untuk berkongsi pengetahuan yang telah ditilmba sepanjang tempoh pengajian selama tiga tahun dengan pelajar-pelajar junior program pengajian Penyiaran yang lain. Selain itu, para penonton bukan terdiri daripada pelajar-pelajar UTAR sahaja, malah orang awam juga berpeluang untuk menikmati tayangan filem yang memberi inspirasi ini. Mereka juga berpeluang untuk menambah ilham dan inspirasi baru dari filem-filem yang ditayangkan tersebut. Melalui platform ini, sebanyak lapan buah filem dokumentari dan empat multi-camera studio production berjaya dihasilkan oleh pelajar-pelajar jurusan penyiaran UTAR.

Dekan FCI UTAR Dr David Tneh Cheng Eng menyampaikan penghargaan beliau kepada semua pihak penaja dalam menjayakan majlis perasmian sesi tayangan LXXI • 71. Beliau berkata, “Saya berasa amat berbangga dengan para pelajar dan para pensyarah daripada program pengajian Penyiaran di atas usahasama mereka dalam menjayakan sebuah program tayangan yang berskala besar seperti ini. Saya faham untuk menjadi seorang pelajar jurusan penyiaran, mereka harus dilengkapi dengan ciri-ciri seperti kemahiran berfikir secara kritis dan kreatif, bermotivasi serta komited. Di samping itu, saya juga percaya bahwa sikap keberanian juga merupakan salah satu ciri terpenting bagi seorang pelajar jurusan penyiaran. Dengan ini, saya juga berasa amat bangga dengan usaha pelajar-pelajar jurusan penyiaran UTAR yang berani mendedahkan dan menerbitkan beberapa dokumentari yang belum diterbitkan oleh sesiapa. Projek ini bukanlah pengakhiran buat pelajar penyiaran UTAR, tetapi ianya merupakan satu permainan yang baru buat mereka untuk terus melengkapi diri masing-masing dengan pengetahuan jurusan penyiaran. Saya berharap para pelajar mampu menganjurkan lebih banyak projek-projek yang berfaedah seperti ini.”


Presiden LXXI • 71 Chu Nung Rene berkata, “Sepanjang tempoh lima bulan proses penganjurkan projek ini, kami telah melalui pelbagai pengalaman manis dan pahit. Ianya merupakan sebuah pengalaman pertama buat kami yang seramai 70 pelajar program penyiaran untuk bersama-sama menganjurkan projek ini secara baik. Kami juga ingin menyampaikan penghargaan kepada semua penaja yang telah memberi sumbangan yang besar untuk menjayakan projek ini. Projek ini merupakan satu aktiviti kami yang amat membangunkan dan ia juga merupakan satu faktor besar yang menyatukan kami untuk terus melaksanakan aktiviti-aktiviti seperti ini.”

Pelajar Tahun Ketiga program pengajian Penyiaran Moh Hoy Yi mengambil bahagian dalam pasukan penerbitan untuk menghasilkan sebuah dokumentari yang bermatlamat untuk memberi kefahaman kepada penonton mengenai pengeluaran dan kesuksesan yang dialami oleh pekerja-pekerja asing di Malaysia. Moh juga mengucapkan terima kasih kepada jawatankuasa penganjur di atas usahasama yang diberikan untuk menjayakan projek ini. Beliau menambah, “Sebelum menyertai pasukan penerbitan, saya tidak mempunyai sebarang gambaran bahawa betapa sulitnya kehidupan sebagai seorang pekerja asing di Malaysia. Selepas mendapat peluang menghampiri mereka secara peribadi, saya rasa benar-benar bersyukur kerana menjadi rakyat Malaysia dengan pertumbuhan ekonomi yang stabil, persekitaran kerja yang selamat serta keadaan politik yang aman. Selain itu, peluang ini juga membolehkan saya untuk memperkembangkan rangkaian dan dapat berkenalan dengan lebih ramai rakan serta membolehkan saya mendalami kemahiran videografi.”

Sebagai penutup kepada projek ini, sebanyak empat kategori penerbitan telah terpilih dan dianugerahkan sebagai pemenang. Antara kategori yang terpilih ialah Best Documentary, Best Multi-Camera Production, People’s Choice Documentary dan People’s Choice Multi-Camera Production.