



Students in the microprocessor laboratory



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(Front row, sixth from left) Prof Chuah, Tun Ling and Dato William Wei with MACS delegates

The university signed a Memorandum of Understanding (MoU) with the Malaysian Association of Company Secretaries (MACS) at Sungai Long Campus on 29 September 2015.

Gracing the signing ceremony was UTAR Council Chairman Tun Dr Ling Liong Sik, UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik and MACS President Dato William Wei How Sieng. The witnesses for the signing were Faculty of Business and Finance Dean Prof Dr Choong Chee Keong and MACS Deputy President Tuan Hj Johari bin Hj Zakariah.

The MoU established a base for UTAR and MACS to facilitate professional and academic development via research opportunities, academic-industrial

collaborations, joint industry activities, mutual visits, training, conferences, internships, and exchanges of expertise.

"UTAR students are well-received by industries due to the industrial-driven syllabus, soft skills training, and active collaboration with 198 local and international partners," said Prof Chuah. Citing the recent employment of some UTAR graduates at Huawei in their United Arab Emirates office, he added, "According to the survey results in July this year, 97.27% out of 2,000 graduates found jobs six months after their final examinations." He attributed the high employment rate of UTAR graduates to the students' adaptability to multi-cultural and multi-lingual

MoU with MACS

environments.

Dato Wei said, "MACS will ensure successful collaboration with UTAR by keeping the university abreast of the changing policies of the Company Secretarial profession. I believe the MACS representatives could also give talks and workshops on new learning technologies, as well as career and profession development."

MACS's main objective is to promote, improve, upgrade, and advance the professional status of company secretaries in Malaysia. Fellows and full Members of the Association are qualified to practise as Certified Corporate Secretaries.

MoU with National Yang-Ming University

UTAR and National Yang-Ming University (NYMU) signed a Memorandum of Understanding (MoU) for dual Master's degree programme at UTAR Sungai Long Campus on 3 August 2015.

"Today marks a new beginning for Yang Ming and UTAR. Today's event is just the beginning of many greater collaborations between us," said National Yang-Ming University President Prof Dr Liang Kung-Yee.

"Even though today's MoU is for dual Master's degree programme, I hope our institutions will not only collaborate on the field of medicine, but also in other science and technology areas," said UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik.

Also present at the ceremony were, Vice President of University System Taiwan (UST) Prof Cheng Cheng-Chen, UTAR Vice President for Internationalisation and Academic Development Prof Dr Ewe Hong Tat, Dean of UTAR Faculty of Medicine and Health Sciences Emeritus Prof Dr Cheong Soon Keng, Deputy Dean of Medical School NYMU Prof Huang Chih-Hsien, and Dean of Office of International Affairs Li Chuan.

Also, the 4th UTAR Seminar on Stem Cell and iPSC Research (SCiP) were held in conjunction with the 1st UTAR-UST Symposium in Stem Cell Research on 3 and 4 August.

In 2014, an MoU on research collaboration was signed between UTAR and the UST, which includes four prominent national public universities, namely, National Yang-Ming University, National Tsing



Prof Liang (left) and Prof Chuah with the signed MoU agreements

Hua University, National Central University and National Chiao Tung University.

It was agreed between UTAR and UST to regularly hold joint research symposia. UTAR has now taken the lead to hold the first joint research symposium in stem cell research in 2015.

TCM Practitioner Enhancement course

UTAR hosted the three-day Traditional Chinese Medicine (TCM) Practitioner Enhancement course at Sungai Long Campus on 19 September, 20 September, and 3 October 2015. This course was organised by the Ministry of Health (MoH) jointly with the TCM Competency Enhancement Module Committee. The committee, of which UTAR chairs, is made up of the six local universities that offer TCM courses, including Management and Science University (MSU), Lincoln University College, Southern University College, INTI International University, and International Medical University.

The purpose of the course is to update TCM practitioners without formal degrees in TCM on the regulations they are bound to by the Traditional and Complementary Medicine Act 2013. There to deliver the opening speech was the Deputy Director General of Health (Medical), MoH, Datuk Dr Jeyaindran Tan Sri Sinnadurai. He was accompanied by MSU Medical Director Dato' Dr Hj Lailanor bin Ibrahim, Malaysian Chinese Medical Association representative Heng Aik Teng, Federation of Chinese Physicians and Acupuncturists Association of Malaysia representatives Chang Boon Loong and Lee Gaik Hong, and Federation of Chinese Physicians and Medicine Dealers Associations of Malaysia representatives Kerk Ee Chan and Steven Kow Chong Cheih. "Traditional medicine practitioners are



All the participants of the course

heroes and heroines who provide medical services where Western medicine is out of reach. The knowledge honed over thousands of years makes the practitioners experts in their own right. I believe a great strength of traditional medicine is that a large part of its philosophy is preemptive medicine centred on wellness," said Datuk Jeyaindran. He stressed that mainstream medicine must become more accepting of traditional medicine as they are complementary, like brothers and sisters. And that a stronger alliance between the two philosophies would lead to more comprehensive care for patients. He also pointed out that 14 hospitals in Malaysia already have traditional medicine wings. When quizzed whether he would employ the services of TCM practitioners himself, he replied that he would without hesitation.

Explaining the Ministry's intentions, Datuk Jeyaindran said, "The reason we are carrying out the enhancement course is to elevate the second-class standing

of traditional medicine to a legitimate, government-sanctioned practice. Registration of practitioners will increase public trust and grant practitioners due respect so that they may practise their vocation with pride and dignity."

The course began in earnest with an introductory speech by Dr Goh Cheng Soon, Director of the Traditional and Complementary Medicine (T&CM) Division, MoH. She outlined an overview on TCM's situation in Malaysia and what the course would entail. Later on Dr Chai Koh Meow took the floor to deliver a lecture on the regulations concerning TCM practitioners in Malaysia. Dr Chai explained the penalties faced by practitioners not registered with the MoH.

The next to speak was Wong Wei Chyi, who spoke on proper practices when promoting and advertising TCM services, taking special care to warn them against making false claims. "The purpose of MoH regulation is not to penalise practitioners, but to professionalise the profession, safeguard their livelihoods, and protect members of the public," said Wong. She elaborated that standardising TCM practices enables the MoH to weed out fraudsters and amateurs who may pose as TCM professionals, but have little experience or training. Dr Chai and Wong both hail from the MoH's T&CM Division.

The course was conducted in English; however explanations and subtitles in Chinese were included for clarification. All TCM practitioners without degrees in TCM will be required to undergo the course if the course is endorsed by the T&CM Council as a prerequisite for registration.



From left: Dr Te Kian Keong, Dr Chai, Emeritus Prof Dr Cheong Soon Keng, Dato' Lailanor, Datuk Jeyaindran, Kerk, Prof Dr Ewe Hong Tat, Dr Goh, Heng, Kow and Prof Dr Si Xiaochen

The third UTAR International Conference on Business, Accounting, Finance and Economics (BAFE) 2015 was successfully held at UTAR Kampar Campus on 9 October 2015. Jointly organised by UTAR Faculty of Business and Finance (FBF); Centre for Accounting, Banking and Finance; Centre for Business and Management; and Centre for Economic Studies, the one-day conference was a valuable platform for over 90 participants from as far as Vietnam, Singapore, and Nigeria.

The organising chairperson of BAFE 2015 and Dean of FBF, Prof Dr Choong Chee Keong, expressed his gratitude to all parties for supporting the conference. "This year, our conference's theme is *Sustainable Development in the Globalised Environment: Challenges and Opportunities*. The main objective of this international conference is to provide an interactive platform for researchers from different institutions around the world to impart new research findings and ideas."

In his address, UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik said, "To date, BAFE has seen over 200 papers submitted from across the globe, each with a professional take on research ranging from the world financial problems to East and Southeast Asian economies. I strongly believe that BAFE 2015 will help to provide

UTAR hosts BAFE



Participants at the BAFE 2015

a very constructive platform for more interdisciplinary studies."

Also present was Yong Yoon Kian representing Senator Dato' Lee Chee Leong, Deputy Minister of Ministry of International Trade and Industry, and Universiti Putra Malaysia Senior Prof Dr Mohamed Ariff, who was the keynote speaker presenting on the role of mutual funds and fees in creating wealth.

Among the topics presented at the

BAFE 2015 were tourism and business management, technology and operational management, social development and phenomenon, accounting, applied economics, education marketing and consumer buying behaviour, human resource, educational management, taxation/ accounting standards, financial market, finance and the stock market.

The 11th MFotM

The 11th Malaysia Festival of the Mind (MFotM) was held at Tunku Abdul Rahman University College (TAR UC) Kuala Lumpur (KL) Main Campus, Setapak from 3 to 4 October 2015.

Present at the launching ceremony were UTAR Council and Malaysia Mental Literacy Movement (MMLM) Chairman Tun Dr Ling Liong Sik, Universiti Tunku Abdul Rahman Council Member Jay Yeunh Wee Tiong and TAR UC President Datuk Dr Tan Chik Heok.

Tun Ling said, "In today's globalised and competitive world, maximising brainpower is no longer an option, it is a necessity. To excel in life, one needs to adapt oneself and face new challenges intelligently and positively."

The 11th MFotM at KL was launched by the Guest of Honour Jay Yeunh. He said, "Our brains make us curious learners, innovative creators, memory keepers, and intelligent thinkers. The Mind Festival is a great opportunity for us to discover the mysteries of our little attics and explore methods to maximise the potential of our brains."

Cash prizes totalling RM57,000 were presented to the winners of Memory Competition, Mind Mapping Competition, and Mental Calculation Competition.

St. Paul's Institution, Seremban, school teacher Shanmugan said, "It's a very memorable moment for



From left: Datuk Tan, Jay Yeunh and Tun Ling

me and the students. I also want to thank MMLM and UTAR for sending experienced speakers and trainers to our school for talks and workshops. These efforts have inspired my students to learn the techniques and skills to maximise their brainpower."

Aptly themed 'Sharpening Your Mind, Boosting Your Brain', the last session offered a line-up of enriching talks and workshops with free admission that attracted over 1,400 visitors. The topics ranged from understanding the nature and versatility of the human mind to bringing out the best of the human brain.

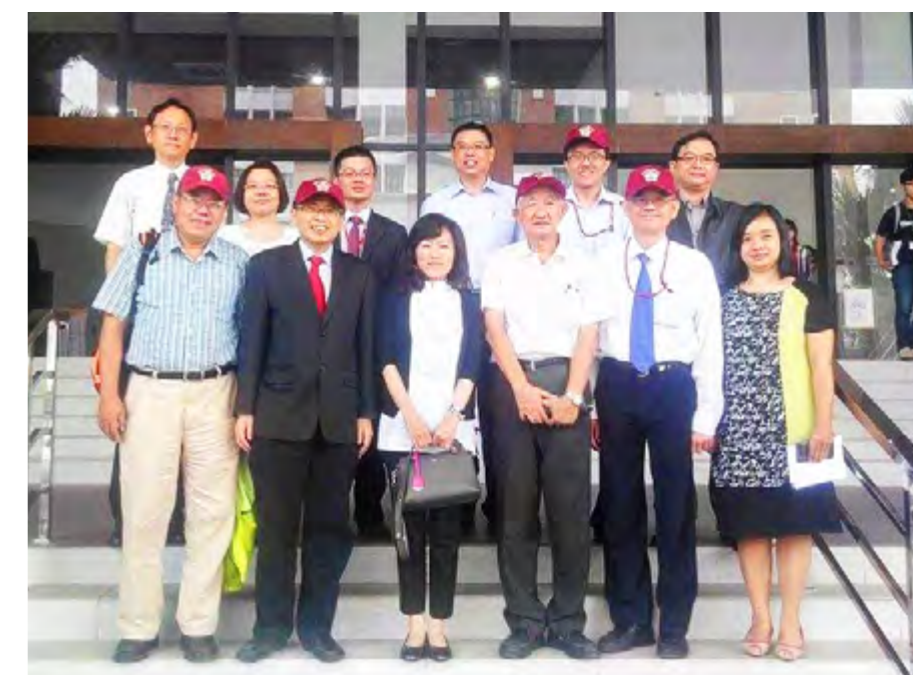
Visit by National Cheng Kung University

Division of Community and International Networking (DCInterNet) welcomed a visit from the National Cheng Kung University (NCKU) at Sungai Long Campus on 18 September 2015.

This event saw the presence of NCKU President Prof Su Huey-Jen, UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik, NCKU Alumni Division Chairman Prof Shaw Shyh-Yu, UTAR Vice President for Internationalisation and Academic Development Prof Dr Ewe Hong Tat, UTAR Vice President for R&D and Commercialisation Prof Ir Dr Lee Sze Wei, Faculty of Medicine and Health Sciences Dean Emeritus Prof Dr Cheong Soon Keng, and DCInterNet Director Dr Tan Sin Leng.

In Prof Chuah's speech, he expressed his satisfaction in seeing the student exchange programmes with Taiwanese universities come to fruition. "We would definitely consider encouraging more students to go overseas to gain more exposure in diverse cultures and foster social networking with overseas students," mentioned Prof Chuah.

"Universities in Taiwan have experienced a positive growth in the number of international students and the number has been distributed equally to every university. Therefore, NCKU has benefitted from this and we are looking for more opportunities to collaborate with UTAR," stated Prof Su. Furthermore, Prof Su added that more joint researches have also been carried out by NCKU with other foreign universities, especially UTAR.



Front row, from left: Prof Shaw, Prof Ewe, Prof Su, Dr Tan, Prof Cheong and Dr Pok

After that, Dr Tan introduced the New Village Community Project which involved collaboration between UTAR and the University System of Taiwan (UST) to Prof Su. "This New Village Community Project lasted for 10 days and has created more possibilities for the two organisations to cooperate more closely, besides exposing the UST students to Malaysia's unique cultures found in the villages," said Dr Tan.

Symposium on Science Education

The second Symposium on Science Education (SoSE) 2015 welcomed 200 stakeholders and educators from national, private, and international schools as well as higher learning institutions to UTAR Sungai Long Campus on 5 September 2015.

Themed 'Broadening the Horizon of Innovation in Science and Mathematics Education', it aimed to share innovative and effective teaching methods in STEM education, create awareness of adopting modern and innovative teaching methods, and provide networking opportunities for STEM educators.

"As all of us are aware, there is a steady decline in enrolment of students for STEM subjects and this is indeed a cause for concern. The world is increasingly defined by the advancement of science and technology and there is a need to arrest this steady decline," said, Deputy Director-General of Education (Policy and Education Development Sector), Ministry of Education Malaysia Dato' Sri Haji Khairil bin Haji



Prof Ewe (fourth from left) with Dato' Sri Haji Khairil, Dato' Noraini (centre) and SoSE Chairperson, Winnie Er (fifth from right), together with presenters

Awang.

"Through the Kuala Lumpur Engineering Science Fair (KLESF)'s efforts, we hope to address the declining rate of interest among children in STEM education. It also supports the 'Science to Action (S2A)' initiative launched by the Prime Minister on 1 November 2013," said UTAR Vice President of Internationalisation and Academic Development Prof Dr Ewe Hong Tat.

"When students are able to apply and

relate the knowledge learnt in their daily lives and for creative innovation, these subjects will become exceptionally intriguing and fun. Educators must be aware that young learners learn best through hands-on experience as it creates curiosity and interest in learning," said, Deputy Vice Chancellor (Research and Innovation), Universiti Pendidikan Sultan Idris, Prof Dato' Dr Noraini binti Idris representing the National Council of Professors.

New Village Community Project with UST

UTAR Department of Soft Skills Competency welcomed National Chiao Tung University (NCTU) Assoc Prof Lo Lieh-Shih and students from University System of Taiwan (UST) at the opening ceremony of the UTAR New Village Community (NVC) Project held on 11 August at UTAR Sungai Long Campus.

Under the project, UTAR and UST students visited new villages in Temerloh and Mentakab, a timber factory, a rubber factory, a *patin* fish farm, the Kuala Gandah Elephant Sanctuary, as well as an aboriginal village in Lanchang from 11 August to 19 August 2015. These visits gave students an opportunity to meet the various communities in the villages and see how they live.

The closing ceremony was held on 18 August 2015. The ceremony was attended by UST Chancellor Prof Ovid J. L. Tzeng, UST Vice Chancellor Prof Cheng-Chen Chen, National Central University President Prof Jing-Yang Jou, UST Public Affairs Office Manager Pi Chun Hsu, Prof Lo, and Temerloh New Village Head Tan Say Cheong.



Group photo with Prof Chuah (back row sixth from right) and UST students (in grey t-shirts)

According to Prof Lo, "There is no such kind of new villages in Taiwan. In 1949, about two million soldiers and their families from mainland China moved temporarily to Taiwan and new villages were built for them. Now, many of these villages have since been rebuilt and modernised. Some have been preserved as historical buildings."

Prof Chuah encouraged the participants to continue fostering their new friendships as

modern social media has removed distance as an impediment to keeping in touch. He also emphasised that the workforce now strongly requires graduates with good social skills rather than mere strings of A's.

The first student to share her experiences was Hong Man-Zih from NCTU. "I'm so amazed and inspired to see people of different races cooperating together and getting on so well," said Hong.

Researchers from the University System of Taiwan (UST), UTAR, Universiti Teknologi Petronas (UTP), and Taylor's University presented their research at the Water Pollution and Management Workshop held at UTAR Sungai Long Campus from 24 to 26 August 2015.

The objective of this workshop was to highlight international research collaborations between local and UST academicians with local industries on wastewater treatment and management approaches.

"The long term goal is to form an Industrial Service Team, consisting of local and UST academicians to provide technical consultation services to Malaysian industries," said Lee Kong Chian Faculty of Engineering and Science Deputy Dean for Student Development and Industrial Training Dr Lai Soon Onn.

"The estimated volume of wastewater generated by municipal and industrial sectors is 2.97 billion cubic meters per year. Several environmental and health impacts resulting from insufficient wastewater treatment and management have been identified in the scientific literature and immediate action need to be taken to reduce these impacts," he added.

"Water pollution is an existential threat

Water pollution and management



UST delegates and UTAR staff at BUNUS STP water treatment plant

to the stability of human societies today, and they will only become more severe in the future. The value and urgency of this workshop has never been more relevant. The sharing of expertise and experience from Taiwan will help to develop competent experts in risk management to lead us to a better prepared future," said UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik.

"I'm very happy with UTAR's strong

commitment to establish extensive collaboration that will benefit both Malaysian and Taiwanese society. Today's event is the cornerstone of our future collaborations," said UST Vice-Chancellor Prof Chyi Jen-Inn.

The workshop also continued with a roundtable discussion between Malaysia and Taiwan's water treatment industry as well as site visits to BUNUS STP in Setapak and Ulu Kanchong Palm Oil Mill in Rantau.

Following the selection of UTAR to participate in the Google Ignite programme by Google Malaysia in early July this year, 40 UTAR students commenced their training from 27 July to 11 August 2015 at UTAR Kampar Campus.

Popularly known as Google Ignite, the training-to-internship programme places emphasis on the development of digital marketing skills on Google platforms for final year or internship-ready students. The registered UTAR undergraduates from programmes ranging from Public Relations to Entrepreneurship underwent an eighteen-hour training over a span of three weeks on topics such as utilising Google AdWords in digital marketing. Google AdWords is Google's advertising system in which advertisers bid on particular keywords in order for their clickable ads to appear in Google's search results.

Students who successfully completed the three module training provided by the Google AdWords Certified trainer and subsequently passed the Google AdWords exam, duly received the Google AdWords Certification from Google. Following the certification, students were then invited to an exclusive Google Career Fair in October

Google Ignite for UTAR



Google AdWords trainer Ariff Kamal conducting the training

2015, where they met Google's Business Partners in Malaysia.

"When I learnt that the training programme was available at UTAR, I was thrilled and immediately signed up for it," said Public Relations student Melody Leong Wai Lok, who also added that the training greatly boosted her knowledge in digital marketing.

"Being Google AdWords certified

also gave me a better edge in applying for internship because the training not only enriched me with knowledge of dealing with clients, but also ignited my idea of starting an online business if possible," she continued.

UTAR was among the seven selected universities in the country to partner with Google Malaysia for the pilot launch of Google Ignite programme.



UTAR staff and the award recipients

UTAR held its Long Service Award in conjunction with an appreciation lunch for UTAR staff and contractors at the Multi-purpose Hall in Sungai Long Campus on 1 August 2015.

The purpose of the Long Service Award was to honour the contributions and dedication of staff members who have served for ten years or more in UTAR. The appreciation lunch meanwhile was to show our gratitude toward contractors for their diligent work in completing the new KB block, and staff whose patience and cooperation led to the successful relocation to Sungai Long.

UTAR Council Chairman Tun Dr Ling Liong Sik was on hand to deliver his personal

thanks to all the staff during his opening speech.

"It is very heartening for me to join all of you at today's Long Service Award Presentation Ceremony to show appreciation to the loyal staff who have stayed with us over the years. I can recall the early period in the establishment of UTAR in 2002. It was a tiring and an uphill task that demanded great effort in planning and organising to establish the university. Therefore, it is important to acknowledge the staff who are the backbone of the administrative machinery that ensures the smooth running of the university"

Before Tun Ling ended his speech, he

Recognition of service

quoted Henry Ford who said, "Coming together is a beginning. Keeping together is progress. Working together is success." All the recipients were then invited onto the stage one by one to receive their award presented by Tun Ling himself.

The event ended with a lavish appreciation lunch meant to signify the end of years of planning, fund raising, construction of the campus, the move, and the organisation of the facilities and equipment.

Four UTAR Faculty of Engineering and Green Technology (FEGT) research projects made an impressive medal haul in the Novel Research & Innovation Competition (NRIC) 2015 held at Universiti Sains Malaysia (USM) from 15 to 18 August 2015.

The four winning research projects consisted of two teams from the Faculty's Department of Petrochemical Engineering, which bagged a gold medal and a bronze medal respectively, and another two teams from the Department of Environmental Engineering. These two respective teams also took home a gold medal and a bronze medal each.

The participants were required to present their research work to the audience and selected panel of judges. They stood out amongst a total of 146 research projects by final year students from 14 local universities and two from Thailand.

Petrochemical Engineering final year students Tay Yi Hui and Leong Weng Woh bagged the gold medal with their project 'Development of Poly(vinylidene Fluoride (PVDF)/Graphene Oxide (GO) Nanocomposite Membrane for Oily Wastewater Filtration', supervised by FEGT Head of Department of Petrochemical Engineering, Assoc Prof Dr Yamuna a/p Munusamy. "Our research has successfully developed a membrane which shows increment in both water flux and rejection rate for oily wastewater filtration. This is a great step for industries such as petroleum and petrochemical which produce large amounts of oily wastewater and require filtration before discharging," Weng Woh elucidated. The method of fabricating the membrane has already been patented and the membrane has been commercialised by HVW Technologies, based in Singapore.

'Development of New Bio-filler for Thermoplastic from Waste Eggshell' was the other research entry from the Department of Petrochemical Engineering which earned students Chung Chen Seng and Lim Chin Aik a bronze medal. "Eggshell powder (ESP) has gained enormous attention in the polymer industry due to its high calcium carbonate content. This shows a great potential to substitute conventional mineral filler. Moreover, due environmental concerns over sustainability, utilisation of finite resources for material science has shifted to renewable resources. This newly developed composite has large potential to substitute calcium carbonate filler from natural resources which is commonly used in HDPE," explained Chung about the research supervised by lecturer Dr Mathialagan a/l Muniyandi.

Environmental Engineering students Leong Wai Lun and Lim Ping Feng won gold

Wins in NRIC 2015



From left: Dr Mathialagan, Chin Aik, Chung, Tay, Weng Woh and Dr Yamuna



From left: Dr Sumathi, Wai Lun, Dr Ng, and Ping Feng

and bronze respectively. Wai Lun's research titled 'Absorption of heavy metal using palm oil sludge bio-char prepared by pyrolysis' converts a problematic industrial waste into a value-added product which could simultaneously solve water contamination. "Malaysia is the second largest palm oil producer in the world but this has rendered enormous amounts of waste generation annually. Therefore, palm oil sludge (POS) is modified into a value-added product and tested for its capacity to remove heavy metal from wastewater. POS will be carbonised to form a carbonaceous inert material known as biochar," Wai Lun said, who also thanked Head of Department of Environmental Engineering Dr Sumathi a/p Sethupathi for supervising his project.

Ping Feng's 'The Performance of Air Cathode Single Chamber Microbial Fuel Cell (ACSCMFC) with different Sludge Retention

Time (SRT) and Powdered Activated Carbon (PAC) Concentrations', supervised by FEGT Deputy Dean for Academic Development and Undergraduate Programmes Dr Ng Choon Aun, highlighted that microbial fuel cell technology had existed long ago. "It can produce electricity whilst removing the organic pollutants in wastewater by using oxidation and reduction processes. In my research, I discovered that electricity production and organic pollutant removal efficiency were increased with the addition of PAC and prolonged SRTs. Cost of energy is always a pressing issue especially to the industrial sector. Hence, I strongly believe that people are convinced that microbial fuel cells can be an alternative where the electricity produced can offset the treatment operation cost and treat the wastewater at the same time," Ping Feng said.

KPMG Best Paper Award in Taxation

Recently three students were awarded the KPMG Best Paper Award in Taxation at KPMG Tower in Bandar Utama on 8 September 2015.

There to congratulate the students and present the award was KPMP representative Ng Sue Lynn, the Executive Director of Indirect Tax. Meanwhile, there to represent UTAR was Faculty of Accountancy and Management Deputy Dean for Student Development and Industrial Training Assoc Prof David Ng Ching Yat.

The winners were Lee See Wai, Lee Han Wen, and Lee Jia En, all hailing from the Faculty of Accountancy and Management. The criteria of the award are that the winners must achieve overall the highest scores in the three Taxation papers, which are Taxation I, Taxation II and Taxation III, over the duration of the Bachelor of Accounting (Hons) course, and that the marks in respect to each of the three papers must at least hold an A grade.

"I was very surprised to receive the award. I would like to convey my appreciation to my family and friends,



From left: Ng Sue Lynn, Lee See Wai, Lee Han Wen and Deputy Dean David Ng

and many thanks to the lecturers for guiding me along all the tasks in the course. To me, UTAR Accounting course is very challenging, but has given me the

opportunity to learn very much," said one of the winners, Lee Jia En.

All three winners received RM500 from KPMG.

'Different' bagged Otak-Otak

Production first place in UTAR Moderate Malaysia Video contest held at UTAR Sungai Long Campus on 8 September 2015 in conjunction with the UTAR Film Festival 2015.

"My neighbours did not mind borrowing things like sugar, salt, or flour from each other. We don't get that kind of acceptance here in the city," said Otak-Otak Production Director Catherine Lee Yu Ying.

Lee's video depicted random people helping each other on the bus, at a ticketing system as well as the scenario mentioned above, in black and white before ending in full colour to highlight Malaysia's diversity.

"When I was growing up in Penang, there were many such places where people of different walks of life lived next to each other. For many of us who could not see the other as different, there was acceptance. We must continue to stand up and voice what we think should be right for Malaysia. You are the beacon of hope, and the people that will make Malaysia a better home for us all," said Star Media Group CEO Datuk Seri Wong Chun Wai who was the VIP guest and who also gave a talk on moderation.

"In these times of turbulence, there is the pressing need for us to return to the true spirit of Malaysia. Our melting pot of cultures, religions, and principles, is what makes us unique. We share the responsibility in shaping the destiny of this land, regardless of our backgrounds," said

Moderate Malaysia Video contest



Lee with the cash prize and trophies

University of Malaya Senior Lecturer Dr Lyana Khairuddin, the second speaker on the topic of moderation.

Lee, who also won 'Best Director', cited Yasmin Ahmad and UTAR alumnus Quek Shio Chuan as her inspiration. 'A Moderate Malaysia', depicting a teenage boy separating condiments in his nasi

lemak, took home the second-prize, while 'Colours', about painting the national flag in three colours, took home third.

The three winners were awarded with trophies from Canon and Reservoir Productions, and cash prizes of RM2,500, RM1,500, and RM1,000 respectively from Star Media Group CEO Datuk Seri Wong.

USTAR Educational Tour

The University System of Tunku Abdul Rahman (USTAR) organised an educational tour to Taiwan visiting six universities over a 5-day 4-night stay in two different cities from 11 October to 15 October 2015. A total of eleven delegates led by USTAR Council Chairman Tun Dr Ling Liong Sik and USTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik spent two nights in Taichung city and two nights in Kaohsiung. The journey was about 480km in total by bus from Tao

Yuan International Airport to Taichung City and Kaohsiung visiting the

universities along the way south from Taipei.



Delegates in I-Shou University, from left: Tan, Karen, Oh, Tun Ling, Toh Puan Ena Ling, Prof Chuah, Liaw, Dato' Seri Mah, Dato' Loo, Wooi, and Ong

Among the other delegates were Toh Puan Ena Ling, Institute of Childhood Education, Studies and Community Education (CECE) CEO Oh Yean Choo, Tunku Abdul Rahman University College Head of Johor branch Liaw Fenn Yenn, Editor of The Star Educate Karen Chapman, Cepatawasan Group Managing Director Dato' Seri Mah King Seng, Netica Sdn Bhd Managing Director Dato' Eric Loo, USTAR Division of Corporate Communication and Public Relations Director Ong Soo Weon, Decanter Restaurants Director Tan Gim Tuan, and Executive Secretary Wooi Bee Lan.

One of the key objectives of USTAR was to look into vocational training for the youth of the nation. Taiwan is reputable for its *Hai Qing Ban* (海青班) and this tour was organised with the purpose of studying how these classes were conducted and the possible collaborations that could be pursued for development. CECE signed a Memorandum of Understanding with National Pingtung University during the trip

for collaboration on childhood education.

The universities visited were Feng Chia University (FCU), Dayeh University (DYU), National Chiayi University (NCYU), National Pingtung University of Science and Technology (NPUST), National Pingtung University (NPTU), and I-Shou University (ISU). There was also a meeting with Venerable Dr Zhi-Hsien from Nanhua University (NHU) during the visit to Fo Guang Shan to discuss possible MoU collaborations on internships, training and student exchanges. Nanhua University is a comprehensive university offering undergraduate and postgraduate programmes and was founded by the Reverend Hsing Yun of Fo Guang Shan.

The meetings with the universities focused on collaborations for student and staff exchanges, internships, transfers, programme development, training, and MoU collaborations. The delegates toured the campuses and visited all the major facilities focusing on vocational and practical training such as culinary arts,

food science, food production, agriculture, aquaculture, animal husbandry, wood design and carpentry, electronics, graphic design, multimedia, metal working, weaving, lacquer, digital printing, nursing and health, digital media, engineering, teacher training, and many more.

The meeting with FCU included an item on collaborative research initiatives with USTAR on East Asian Studies and cybersecurity. Both DYU and NCYU are looking into possible MoUs with USTAR, while ISU and NPUST will continue with the current MoU collaborations on student exchange and study programmes. During USTAR's visit to NPUST, fourteen students from USTAR Faculty of Science were on a study tour in NPUST and met the delegates on campus.

The delegates were given a memorable experience of Taiwan hospitality. They were warmly received by all the universities and given excellent hospitality with well explained and guided educational tours of the campuses which showcased excellent

facilities for student learning. It was an eye-opener to see the amount of investment put in by the universities on getting the equipment, materials, and support facilities for simulated learning as well as for students' hands-on experience. For good vocational training and specialized practical courses,

Taiwan is certainly the place to study. While studying, international students in Taiwan are allowed to work part-time up to 20 hours a week to gain some work experience.

USTAR had previously organised an educational tour to Kenya and Tanzania which resulted in several Kenyans and

Tanzanians studying full-time in USTAR. The subsequent USTAR study tour to Sydney and Adelaide for collaborations resulted in student exchange training programmes between TAR UC Johor branch and TAFE College.



Delegates with some Malaysian students attending *Hai Qing Ban* (海青班) at FCU



Modern student-centred library and resource centre at FCU



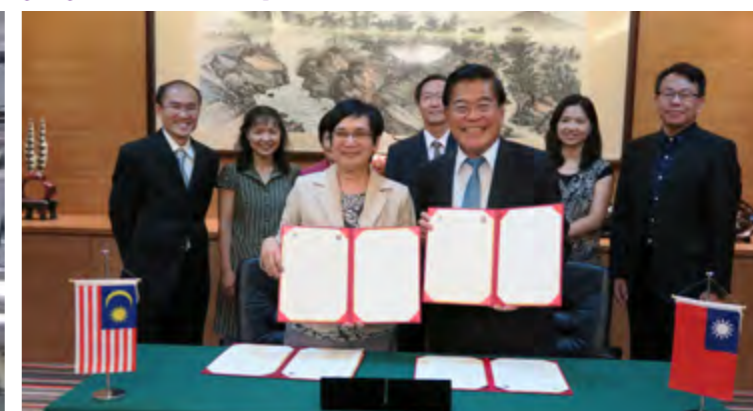
Group photo with DYU President Prof Wu Dong-Sing (centre)



Prof Lee An-Sheng, Chair of NCYU Department of Wood Based Materials and Design giving a tour of the workshop



Tun Ling and Toh Puan at NPUST food science lab where coffee is made



Oh with NPTU President Prof Guu Yuan-Kuang after the MoU signing



Tun Ling cooking in the culinary kitchen at ISU. Looking on is Toh Puan Ena Ling



Meeting with the Reverend at Fo Guang Shan

Faculty of Business and Finance (FBF) Senior Lecturer Garry Tan Wei Han was the proud recipient of the '2015 Highly Commended Award' by the *Journal of Service Management*, Emerald (UK).

2015 Highly Commended Award

The prestigious award was presented to Tan by the editors Prof Dr Jay Kandampully of Ohio State University, USA, and Prof Dr Alison Dean of University of Newcastle, Australia, during the 6th International Research Symposium in Service Management (IRSSM-6) held at Riverside Majestic Hotel, Kuching from 11 to 15 August 2015.

Titled 'Smartphone Credit Card: The Future of Mobile Payment System?' Tan's paper was co-authored with Prof Dr Ooi Keng Boon of UCSI University. The award-winning paper stood out amongst 115 papers submitted by academics from 18 economies including Malaysia, Cyprus, Taiwan, India, Germany, Indonesia, Sri Lanka, Australia, Sweden, Estonia, Mauritius, Thailand, Singapore, Germany, New Zealand, Bangladesh, the USA, and Switzerland.

"It's an honour to have our research acknowledged. It's our interest to study emerging technologies and how consumers react to them," said Tan, who also attributed the success of the paper to the generous grant from the UTAR Research Publication Scheme.

Journal of Service Management is currently indexed in Thomson Reuters (ISI) with 2.0 Impact Factor (Journal Citation Reports 2014).



Tan (left) receiving the award from Prof Alison while Prof Jay (right) looks on

MASISWA Sports Championships

After winning a total of 16 medals in the recent *Kejohanan Sukan MASISWA Zon Utara 2015* held in UTAR Kampar Campus, UTAR sports team once again proved their skill by winning nine medals in the *Kejohanan Olahraga MASISWA 2015*. The nine medal haul placed UTAR in third position in the overall rankings in the competition.

The annual tournament organised by *Majlis Sukan IPTS Malaysia (MASISWA)* engages athletes from private higher learning institutions from all over Malaysia and aimed to promote a healthy and active lifestyle among young people. A total of 27 private universities and colleges participated in the competition which took place from 6 to 8 August 2015 at Stadium Sains Sukan, University of Malaya.

Team UTAR won three gold medals in shot put, javelin throw and 5,000m track walk, and three silver medals in shot put, 10,000m track walk and 3,000m track walk. Another three bronze medals were garnered in discus throw, high jump and long jump.

The UTAR medallists were Advertising student Cheang Wai Leng, Financial Economics student Tew Joo Heng, Accounting student Loh Chooi Fern,



UTAR team with team manager Theva Das (standing, far left)

Financial Mathematics student Pang Shu Khi, Banking and Finance student Goh Chun Seng, Marketing student Wong Siew Jie, and Industrial Engineering student Lee Yong Zhe.

Department of Student Affairs, Sports and Recreation Unit Assistant Manager S. Theva Das praised the achievements of

Team UTAR in the event. "Our students played well and I personally would like to congratulate all the players who were up against some of the best players including national players in their respective events," said Theva Das who led the team throughout the event.

Third Place in Bursa Bull Charge Run

At the Bursa Bull Charge Run held on 20 August 2015, UTAR students won third place in the Youth Relay Category, beating students from other universities. The run was officially flagged off by the Minister of Youth and Sports, YB Khairy Jamaluddin.

The Bursa Bull Charge Run is a charity run to raise funds for the needy. A total of RM1.5 million was raised by Bursa through the event and the funds will be distributed to charitable organisations.

"We're proud that our students supported the event by running in the race dubbed *The Day the Marketplace Runs for Others*," says Chew Wee Lee, Head of the Department of Mass Communication in the Faculty of Creative Industries. The students competed with many other students from other institutions of higher learning by racing 2.5 km through Kuala Lumpur's central business district.

"We're also proud that our Corporate Communication student, Alwin Cheng Shing Hans, who is doing his internship in Bursa Malaysia, was actively involved in many aspects of managing the logistics for the event," added Chew.

Apart from running for charity, the UTAR students also had the opportunity



The winning team of UTAR students posing with Dato' Tajuddin Atan, CEO of Bursa Malaysia

to meet CEOs and senior management executives from public listed companies, investment banks, SMEs, government

agencies and regulatory bodies. This gave them a good opportunity to mingle and meet the captains of the industry.

Two students from UTAR Department of Chemical Engineering in Lee Kong Chian Faculty of Engineering and Science co-authored research papers based on their internship work which were accepted in the *Journal of Polymer Engineering (JPOLYENG)* and *Journal of Materials Chemistry A (J. Mater. Chem. A)* respectively.

The paper titled 'Degradation of PVDF-based Composite Membrane and its Impacts on Membrane Intrinsic and Separation Properties' was accepted on 28 June 2015 by JPOLYENG. The first author of the journal article, Esther Lee Mei Jiun joined Advanced Membrane Technology Research Centre (AMTEC) at Universiti Teknologi Malaysia from October to December 2014.

The research aimed to evaluate the effects of ultraviolet (UV) irradiation period on the intrinsic and separation properties of composite membrane composed of organic polyvinylidene fluoride and inorganic titanium dioxide (TiO₂) nanoparticles by exposing the membrane to UV-A light for up to 250 hours.

Chuah Xui Fang meanwhile is the author of the research paper titled 'Pt Coupled ZnFe₂O₄ Nanocrystals as a Breakthrough Photocatalyst for Fenton-like Processes - Photodegradation Treatments from Hours to

Journal papers accepted



Esther (first row, fourth from left) with the Head of AMTEC Prof Ahmad Fauzi Ismail (centre), her supervisor Dr Lau Woei Jye (first row, third from right) and her friends at UTM

Seconds', accepted by *J. Mater. Chem. A* on 4 August 2015. She completed her internship as an undergraduate research assistant at the Department of Chemical Engineering in National Tsing Hua University (NTHU), Taiwan.

The paper highlights that Pt coupled ZnFe₂O₄ nanocrystals is a breakthrough

photocatalyst for Fenton-like processes which can enable substantial shortening of photocatalytic degradation treatment time.

Both National Tsing Hua University and Advanced Membrane Technology Research Centre are collaborative partners of UTAR.

The Synthomer Best Chemistry Graduate Award Presentation Ceremony 2015 was held at UTAR Kampar Campus on 20 August 2015.

Gracing the award presentation ceremony were UTAR Council Chairman Tun Dr Ling Liong Sik, Synthomer Asia Human Resource Director Dato' Norashikin binti Ismail, UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik, UTAR Council Member Hew Fen Yee, and Dean of Faculty of Science (FSc) Assoc Prof Dr Lim Tuck Meng.

Prof Chuah welcomed the Synthomer Asia guests and thanked them for acknowledging the talents of UTAR Bachelor of Science (Hons) Chemistry graduates. "It's an honour and privilege to have Synthomer Asia's support and recognition since 2011. The performance of our graduates also reflects the quality of UTAR's education in training students to excel in the industry and in becoming global citizens," he remarked, and congratulated this year's recipient, Karen Aw Kai Lun.

Delighted to be presenting the award once again, Dato' Norashikin said, "It is part of our corporate social responsibility to support education in the country and to motivate students to excel in the field. We're proud that UTAR is one of the chosen few universities to receive this award."

Synthomer Best Chemistry Graduate Award 2015



From left: Hew, Prof Chuah, Tun Ling, Dato' Norashikin, Aw and Dr Lim

Aw walked away with a plaque and a cheque of RM3,000. She is also a winner of the Jobstreet Best Graduate Award.

Synthomer is one of the world's major suppliers of lattices and specialty emulsion polymers supporting many market segments including coatings, construction,

textiles, paper and synthetic latex gloves. In December 2010, UTAR officially initiated a formal partnership in R&D with Synthomer, which culminated in the presentation of the Synthomer Best Chemistry Graduate Award to top UTAR Chemistry graduates in the following years.

Accounting student Christopher Lee Han Wen received the Crowe Horwath XO Award at Crowe Horwath Training Centre on 10 August 2015.

Crowe Horwath is the fifth largest accounting firm in Malaysia and a member of Crowe Horwath International, a top 10 global accounting network. The Crowe Horwath XO award is specially presented to the top accounting student in UTAR each year. The award was given to Lee by Crowe Horwath managing partner, Poon Yew Hoe. Present at the ceremony was Faculty of Accountancy and Management Deputy Dean for Student Development and Industrial Training David Ng Ching Yat.

Besides having a good CGPA, the recipient of this award must fulfill the characteristic of the Crowe Horwath XO personality such as leadership qualities, good team work, exhibit interpersonal skills, confidence, and active involvement in extracurricular activities.

Lee who was very grateful to receive the award said, "I'd like to thank my family and friends, especially my team at UTAR for all their support. But most crucially, I would also like to thank my lecturers at UTAR for their willingness to share their experience gained through their own personal journeys.

Crowe Horwath XO Award



From left: Deputy Dean David Ng, Lee, Poon and Mrs Poon

That made the crucial difference between being purely knowledgeable in theory from textbooks to being able to visualise how it can be put to practical use. What I gained from my time at UTAR was worth far more

than the fees paid." He also advised his juniors by saying that there are no shortcuts to success, but persistent hard work is required along with smart planning and time management.

International student interaction day

Forty-seven international students from both UTAR campuses gathered for a fun-filled networking day held at UTAR Sungai Long Campus on 29 August 2015.

The students were from China, Sudan, Tanzania, Kenya, Ghana, Pakistan, Germany, Indonesia, Myanmar, United States of America, Thailand, Singapore, Philippines, Maldives, Mauritius, Afghanistan and Syria.

"I'm glad everyone is enjoying themselves, it is a great opportunity for international students in both campuses to meet and hang out. We hope to have another round of similar activity in the near future," said Biomedical Engineering student Mansour Ayman Alawi.

"Besides the Department of International Student Services (DISS), you can head over to the Department of Programme Promotion (DPP) if you need assistance on various courses and programmes. DPP will provide counselling and find courses that could suit you," said DPP Director Lee Choy Fong.

Faculty of Medicine and Health Sciences



UTAR international students from Kampar and Sungai Long Campus

Assoc Prof Dr Robert Chen was also invited to advise students to take health precautions against dengue fever. "Symptoms include fever, intense headache, body aches, joint pains, loss of appetite, nausea, vomiting, skin rashes and mucosal bleeding. In fact, dengue fever can turn severe enough to lead to death," he said.

Dr Chen also recommended students

wear long-sleeves and long pants, use mosquito nets while sleeping, avoid visiting areas prone to mosquitoes, and prevent mosquito breeding inside and outside of their homes.

The afternoon proceeded with a dance-off, a game of charades, as well as a tour of UTAR Sungai Long Campus. This event was organised by DISS.

UTAR Taekwondo and Hapkido club organised a hapkido performance by the South Korean National Demo Team on 31 July 2015 at UTAR Sungai Long Campus.

This event was in collaboration with the Korean Martial Arts Association South East Asia Pacific (KOMA SEAPAC) and Hapkido Sung Moo Kwan. Present at the event were President of Middle East Kido Federation Grand Master Lee Su-Hyeong, Secretary General of Korea Kido Hwe Association Grand Master Hwang Young Jin, Chief Executive Officer of Advanced Warfare and Security Solutions Sdn Bhd Dato' Sri LTC Alif Aiman Abdullah, UTAR Vice President for Student Development and Alumni Relations Assoc Prof Dr Teh Chee Seng, and representative from Yayasan Generasi Muda Ayman Dhamiri Zakaria.

The performance started with the Children's Demonstration Team by Master Kim Du-Hyeon with ten children below 12 years old. The second demonstration was a special whip kick and *nunchaku* performance by Grand Master Kim Du-Hyeon. Demonstrations continued with 'Women's Ho Shin Sul' also known as women's self-defense by Grand Master Lee Jae-Gun and Grand Master Gang Yeong-Mi. There was also a special demonstration by President of

Hapkido performance



All smiles after the performance

Middle East Kido Federation Grand Master Lee Su-Hyeong. Then, Dato' Sri Alif Aiman performed 'Adults and military Hapkido' with the help from Master Roy Ng, the main instructor in Sungai Long, and Ralph Hee Zhen Khoon from UTAR.

"My advice to the students is to study diligently and be focused. You need certain qualities to be successful such as loyalty, discipline, integrity, faith and courage. It is

easier said than done but it is the core of life," said Dato' Sri Alif Aiman.

Grand Master Hwang Young Jin said, "We want to introduce and show the true form of Hapkido to the world." He also mentioned that he would like to come and visit Malaysia again in future when the partnership between Korea and Malaysia is closer.

Mark Chang: Success in the Dotcom age

Kampar may be a town away from the main cities but the town is the origin of several successful entrepreneurs who made their millions through hard work, strong determination and perseverance, and most of all, a vision to succeed.

Mark Chang Mun Kee is one such person. Born in and having lived in the community while growing up, he holds fond memories of Kampar and is happy to know that the town is now booming with UTAR staff and students living with the community and providing so many opportunities for the people of Kampar.

Mark Chang happens to be the founder and CEO behind JobStreet.com, an online job posting website popularly used in Southeast Asia. After completing his secondary education, Mark went on to pursue Mechanical Engineering at the University of Texas and attended the world-renowned Massachusetts Institute of Technology to earn a Master of Science in Mechanical Engineering.

His first job was as a Process Engineer in Kendall International, a US healthcare company starting from the year 1990. He founded Malaysia Online (MOL Online Sdn Bhd) in 1995, a local variant of American Online (AOL). He quickly noticed that the job listings were proving to be popular, ultimately leading him to quit Kendall to establish Jobstreet.com in 1997.

He credits Intel as the first major corporation to try out Jobstreet.com's service. Once word got out, other large multinationals followed suit, among them Siemens, Motorola, HP, and Dell. However, the major turning point was in 1999, when the Far Eastern Economic Review came to Mark for a story on the employment market in Malaysia. After the story was published, Mark received an offer from a venture capitalist interested in investing in Jobstreet.com.

Accepting the offer allowed the company to expand rapidly to new markets in Singapore, the Philippines, and India. The expansion overseas helped to secure an invitation to speak at a Merrill Lynch conference. Tan Sri Vincent Tan who was in the audience, approached Mark to discuss business opportunities. This ultimately led to the sale of MOL Online for RM12 million.

The money was smartly reinvested in Jobstreet.com, and working tirelessly, Mark helped grow the start-up until it was listed on the MESDAQ by the December of 2004. Mark says that with Asia's steady growth, companies need to fill vacancies often and that Jobstreet.com's advantage is that as an internet-based company, it can tap into a larger talent pool from across the region without the restriction of borders.

JobStreet also has branched into other services. Dell hired Jobstreet.com to screen candidates and compile shortlists for the personnel department, while Shell chose Jobstreet.com to design and manage the oil giant's global online employment site.

JobStreet.com is now Southeast Asia's largest online job listing company, with its primary markets in Malaysia, Singapore, Indonesia, Philippines and Vietnam, and a growing presence in Hong Kong, India and Japan. With a dedicated team of 800 employees, they help to match 80 thousand employers with over 11 million registered job seekers. In November 2014, Jobstreet.com was bought over by SEEK Limited. The deal amounted to a breathtaking RM1.89 billion for a total buyout, the largest a Malaysian dotcom start-up has ever went for.

When asked about his advice to students thinking of starting a business, Mark said, "Do not think of starting a company just to



Mark Chang

make profit. Always ask yourself what the needs of the society are, then find the solution as this is more meaningful. In addition, it is crucial to build a customer base and this may take years but you need to persevere. When you start a business, you have to plan to be around for the next 20 years in order to succeed."

Despite all of Mark's successes, he still keeps himself grounded and true to his roots. In 2014, he set aside USD10 million to fund entrepreneurs that come from disadvantaged backgrounds just like him. Saying that those who are financially disadvantaged will naturally have to struggle harder as they lack resources, networks and knowledge, he wants to lend a helping hand to improve their chances of success.

In fact, the seeds of his vision were sowed eight years before, when he launched a trust fund called 'Little Rain Children Trust' and committed 40% of his net worth to helping society. He shares, "Since then, I have told myself every day that I am working for the benefit of our society."

While having founded Jobstreet.com in Malaysia, Mark has been based in Singapore for the last 10 years. Being in the business all these years, he says to aspiring entrepreneurs, "being an entrepreneur is more about character and mental tenacity than funding or infrastructure."



All the gotong-royong volunteers

The *Gotong-Royong* Project by the Centre for Sustainable Development and Corporate Social Responsibility in Business (CSDCSR) successfully took place at Sungai Long Campus and the surrounding environs on 28 August 2015.

The cleanliness campaign was participated by volunteers from Sungai Long Medical Centre, Deloitte, including Deloitte Senior Audit Manager Kenix Yap, as well as UTAR staff and students.

The event commenced with a short briefing by Department of International Business Assistant Prof Phang Fatt Kong. Phang welcomed the gathered guests and volunteers before explaining the goals and objectives of the event. The participants were then divided into five teams to work in different zones in and around campus.

One group took charge of taking down unwanted signs and banners along the road. The other teams cleared many fallen tree branches, leaves, twigs, broken glass and debris. There was also a group responsible for loosening the soil and planting saplings to beautify the surroundings.

Livable Sungai Long

Another group was assigned to go shop by shop to have a conversation with business owners regarding the cleanliness of Sungai Long. They were also invited to attend a talk that very afternoon designed to inform residents and business owners on the development of Sungai Long and how they could contribute to sustaining the livability of the city.

At the talk, Phang first delivered a speech regarding the nature of some livable cities around the world. "It is the continuous efforts from everyone that sustains the livability of a city," said Phang. He continued saying that everyone should be aware of how crucial individual action is in keeping the city clean and healthy. "One of the successes of the event was that we built a lot of goodwill with the business community," added Phang.

Route of Love Cycling Event 2015

Over 100 UTAR staff and students took part in the Route of Love (RoL) Cycling Event 2015 held at Sports Complex, UTAR Kampar Campus on 25 August 2015.

The cycling event was organised by the RoL 2015 Organising Committee consisting of UTAR students and supervised by the Department of Student Affairs (DSA). RoL 2015 was chiefly sponsored by OCBC Bank (Malaysia) Berhad, who also donated a total of 52 bicycles and helmets to needy students.

Present at the event were UTAR Vice President for Student Development and Alumni Relations Assoc Prof Dr Teh Chee Seng, OCBC Bank (Ipoh Branch) Regional Manager Chris Lu Koon Wing, OCBC Bank (Ipoh Branch) Premier Centre Manager Yvonne Tan Yee Wen, DSA Head Chiang Jeng Fong, Deputy Director for Student Affairs and Development of Centre for Foundation Studies (Kampar Campus) Lim Jit Theam, and RoL 2015 Organising Chairperson Low Kelvin.

Lu said, "We hope these bicycles will indeed come in handy for each of these 52 students and we also thank UTAR for inviting us to be a part of this noble effort." Lu also introduced OCBC Bank's active



The VIPs, organising committee members and the participants

involvement in the advancement of cycling in Malaysia for the past five years such as collaborating with the Kuala Lumpur City Hall and also sponsoring the popular "KL Car Free Morning".

The cycling event saw the participants traversing the 25 km-route covering UTAR Kampar Campus, Bandar Baru Kampar, the rustic Kampar old town and Kuala Dipang.

"I'm really thankful to be one of the beneficiaries of this sponsorship. Owning a bicycle now will allow me to get to nearby places with ease," remarked Foundation in Arts student Khoo Hau Ping, who also added that this also motivates him to be fit and healthy through regular cycling.

中华大讲堂

系列讲座

为了回馈社区与校友，拉曼大学中华研究院从2015年7月29日起，举办“中华大讲堂”系列讲座会。活动于每两周的周三举办一次，并由拉曼大学的讲师以及各界中文学者以学术性和平易性，雅俗共赏的讲座方式，分享各自的研究成果。

中华大讲堂系列讲座（一）：汉都亚兵法与关公兵法

主讲人：中华研究院副院长郑文泉副教授
日期：2015年7月29日



此题缘起于主讲人为国家语文局出版社进行的《汉都亚传奇》与《三国演义》的兵法比较之翻译与比较工作。基于两本作品性质有些差异，所以从《三》中筛选了与《汉》性质中较相近的人物“关公”来进行比较。他透过《三十六计》这个架构来分析关公和汉都亚两位人物在兵法上的运用，而《三》中主要分成优势和劣势两种类别的战术。

在《汉》中，汉都亚所表现出的都是在劣势中求生存求胜的兵法，其中包括“美人计”、“远交近攻”、“反客为主”和“走为上计”。而在《三》中，关公所使用的兵法则两大类都有所见，其中在劣势中就使用了“树上开花”、“假痴不癫”，同时也使用了“借刀杀人”、“乘火打劫”来把自己从劣势中转为优势。讲座尾声的交流环节中，主讲人和与会者进行了讨论与交流，分享了各自的见解与观点。

中华大讲堂系列讲座（二）：孙子兵法与战略管理原则

主讲人：会计与管理学院国际贸易系刘建安副教授
日期：2015年8月12日



主讲人为与会者讲解了《孙子兵法》战略体系的三大构成，分别为（一）战略管理的哲学观、（二）战略的设定和执行和（三）为将之道的领导原则。由于《孙》的战略体系过于丰富，主讲人主要把讲题集中在《孙》的“战略管理的哲学观”。根据主讲人，《孙》的“战略管理的哲学观”由（一）慎战原则、（二）速战原则和（三）威慑原则组成。同时，他也援引了许多具体的企业例子，增加了上述原则的可理解性。随后的交流环节中，主讲人与与会者交流甚欢，并为与会者所提问的问题一一做出解答。

中华大讲堂系列讲座（三）：宋朝革新人物王安石之词

主讲人：中华研究院客卿教授拿督林水椽教授
日期：2015年8月26日



主讲人为与会者简介了王安石的生平背景以为讲座揭开序幕，当中更结合了中国历史、文化与社会思潮。尔后，他更讲解了王安石的著名词作《浪淘沙令》与《桂枝香》。王安石之词的特别之处在于其词为宋词开创了另一风貌，就有别于“词为艳科”的书写传统，而是以历史典故、理想抱负作为词的内容。主讲人生动且深入浅出的演说，让与会者听得入神。另外，在互动环节中，对于与会者的提问，主讲人皆给予中肯的看法与分析，让来宾们获益匪浅。

李树枝喜获南大教育基金会出版基金

拉曼大学中华研究中心现代华文文学研究组组长李树枝博士所撰写的《由岛至岛：余光中对马华作家的影响研究》一书喜获南大教育与研究基金会所颁发的《南大基金会丛书》出版基金。

《由岛至岛：余光中对马华作家的影响研究》一书经评委的最终推荐，获得基金会赞助出版基金。为此，他获得了基金会所颁发的恭贺信和五千令吉的出版基金。

《由》主要讲述台湾作家暨学者余光中对马华文学9位作家的影响研究，即聚焦于余光中在马华现代主义文学史、书写、运动脉络里，探究9位马华作家如何汲取余光中的文学评论、现代诗、现代散文三方面的书写范式，进行个人于马华现代主义文学书写。

书中所提及的9位马华作家为刘贵德、温任平、温瑞安、方城真、何启良、张树林、谢川成、辛金顺以及骆耀庭；另，其他4位受影响的作家如何乃健、符国钺、李有成以及游川则或列在注释、或于行文里加以论述。

他受访时不忘向基金会表达谢意，同时表示感到非常高兴，因为能够获得南大教育与研究基金会的资助。南大教育与研究基金会的南大出版基金是本地著名与严谨的出版基金，入选的作品都需要经过专家学者的评议。对于自己的作品能够入选，他感到相当鼓舞。

他用了四年的时间来完成这论述专书；值得一提的是，这部作品也是马来西亚第一部专论余光中对马华作家的影响研究的论述专书。最后，他也呼吁有志者从事马来西亚华文文学相关的研究努力深耕，以为马华文学研究尽一分绵力。



李树枝的《由岛至岛：余光中对马华作家的影响研究》一书喜获《南大基金会丛书》出版基金。

登嘉楼勿述东姑玛慕中学华文学会到访

登嘉楼勿述东姑玛慕中学华文学会于9月22日到访拉曼大学金宝校区交流与学习。除了校园游，华文学会全体成员更在中华研究院上了一堂“中华艺术文化意味浓郁”的中华传统艺术文化课。中华研究院副院长也是中华研究中心中华艺术组的林志敏博士为从登嘉楼远道而来的中学生们主讲了以“马来西亚中华传统文化承传”为题的讲座。

首先，林副院长为学生们简介了中华艺术组的活动，如大型花灯制作、童玩、围棋、水墨画、书法、篆刻、木刻等等。随后，他深入浅出地简介了马来西亚中华传统文化的承传，更和学生探讨了何谓“承传”、为何要承传文化、何谓中华艺术文化以及介绍了霹雳州的中华艺术文化活动现状。

林副院长表示，“对于承传文化的效益，就个人而



登嘉楼勿述东姑玛慕中学华文学会师生摄于中华研究院，坐者左起：陈庆霖、张美桂和李娴淑。



林志敏为学生讲解木刻的种类、所需要的工具、注意事项等。

言，不仅能够培养专注力、耐心与耐性，其实也能够培养学习信心、美感及陶冶性情。而对于社会而言，文化能够促进社会文明与种族和谐。”

讲座会后，中华研究院特别为学生们准备了书法木刻工作坊，并由林副院长负责指导。首先，林副院长为学生们讲解了书法木刻所需要的工具、步骤、注意事项等，并进行了现场木刻示范。随后，在亲自动手的环节里，首次接触书法木刻的师生们都非常认真地在木块上刻出自己的作品。

这场讲座及工作坊让华文学会的师生们获益匪浅，不仅让他们对中华文化的承传有更深入的了解，进而激发了年轻学子对中华文化的兴趣。

Berikutan dengan kejayaan Bengkel Bahasa Inggeris yang telah diadakan pada awal bulan April tahun ini, Jabatan Bahasa dan Linguistik (DLL) dari Fakulti Sastera dan Sains Sosial UTAR telah mengadakan sekali lagi bengkel Bahasa Inggeris untuk pelajar-pelajar sekolah menengah berhampiran di Kampus Kampar pada 5 September 2015.

Bengkel Bahasa Inggeris yang diadakan buat kali kedua tersebut telah mendapat sambutan yang menggalakkan daripada seramai 70 pelajar sekolah daripada SMK Methodist (ACS) dan SMK Seri Kampar.

Para peserta terdiri daripada pelajar-pelajar tingkatan satu dan dua, dan mereka mengikuti lima sesi pembelajaran bahasa Inggeris secara intensif. Antara aktiviti yang dijalankan ialah pembelajaran perbendaharaan kata bahasa Inggeris, membaca artikel mengenai masalah banjir dan bencana alam yang lain, dan juga mendengar dokumentari mengenai sambutan hari jadi di seluruh dunia.

Seramai 15 orang pelajar UTAR dari program pengajian Pendidikan Bahasa

Bengkel Bahasa Inggeris



Para peserta bengkel bergambar dengan pelajar-pelajar UTAR



Sesi suai kenal sedang berlangsung



Aktiviti tarian oleh para peserta

Inggeris turut mengambil bahagian untuk membimbing pelajar-pelajar sekolah tersebut. Pelajar-pelajar tahun pertama dari program pengajian Pendidikan Bahasa Inggeris UTAR Audrey Maxime Antoine dan Dalvinder Kaur mengatakan bahawa bengkel tersebut merupakan satu pengalaman yang sangat bermakna. "Pengalaman mengajar bahasa Inggeris kepada pelajar-pelajar sekolah merupakan satu peluang untuk kami merasai pengalaman sebagai seorang guru sebenar. Melalui peluang ini kami berdua dapat mengasah kemahiran pembentangan."

Selain mereka, seorang lagi pelajar tahun kedua UTAR yang juga merupakan salah seorang pembimbing bengkel tersebut berkata, "Pengalaman mengajar dan membimbing pelajar-pelajar sekolah telah meningkatkan tahap keyakinan diri saya khususnya dari segi pembentangan. Saya juga mempelajari bahawa saya harus mengurus masa secara bijak semasa menjalankan tugas sebagai seorang pendidik."

Peserta-peserta seperti, Hanis Nurain binti Roslin dan Sitiwan Nurainata mengatakan bahawa bengkel ini amat bermanfaat. Bengkel ini memberikan pendedahan yang luas kepada para peserta mengenai teknik-teknik pembelajaran bahasa Inggeris secara berkesan. Selain itu, bengkel ini juga merupakan satu aktiviti yang menyeronokkan kerana mengandungi aktiviti-aktiviti interaksi yang lain seperti persembahan tarian dan sesi suai kenal.

Bengkel tersebut berakhir dengan ucapan daripada Ketua Program Pengajian Bahasa Inggeris DLL, Joanna Tan Tjin Ai. Beliau menggalakkan para peserta untuk mengambil bahagian dalam bengkel-bengkel bahasa Inggeris seperti ini pada masa hadapan dan juga meminta para peserta menggunakan bahasa Inggeris secara aktif dalam perbualan harian.

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