



Wholly owned by UTAR Education Foundation  
(Co. No. 578227-M)

KDN: PQ/PP100-0/14/18

## 2018 Issue 5

02 Collaborations  
at Work

10 Special  
Feature

12 In Search  
of Excellence

18 Students  
in Action

19 优大视野

20 Sudut  
UTARian



Students at the Heritage Building



[www.utar.edu.my](http://www.utar.edu.my)



[www.facebook.com/UTARnet](http://www.facebook.com/UTARnet)



[www.twitter.com/UTARnet](http://www.twitter.com/UTARnet)



[www.youtube.com/UTARnet](http://www.youtube.com/UTARnet)



[plus.google.com/+UtarEduMy](https://plus.google.com/+UtarEduMy)



[www.linkedin.com/company/universiti-tunku-abdul-rahman](http://www.linkedin.com/company/universiti-tunku-abdul-rahman)



## Collaborations at Work

Over 90 participants were shown the ropes of being empowered youths for the future during the International Youth Development Conference (IYDC) 2018 at Kampar Campus from 17 to 19 August 2018. IYDC was jointly organised by Kampar Campus' Department of Student Affairs and Department of Soft Skills Competency in collaboration with the Malaysian Service Providers' Confederation (MSPC).

Themed 'Shaping the Future: Technology and Humanity', the three-

# International Youth Development Conference



Seated, from left: Kampar Campus' Student Representative Council Chairperson Loh Jia Hui, Shanghai Ming De Institute of Learning Organisation Director Prof Zhang Shenxiang, Prof Choong, Ir Choo and Soo with speakers and participants

day conference aimed to instill in the participants knowledge and confidence to be ready for the Fourth Industrial Revolution (4IR) as youths. The conference saw students from UTAR, Universiti Kebangsaan Malaysia, Raffles University Iskandar, China University of Political Science and Law and Kwansai Gakuin University.

Vice President Prof Dr Choong Chee Keong explained the purpose of IYDC and said, "I hope that all of you will be able to fully use these few days to approach our knowledgeable speakers and learn something that you may not be able to get elsewhere."

Thanking the organising committee for inviting MSPC as the joint organiser, MSPC CEO and Immediate Past President Ir Choo Kok Beng said, "This is a good platform for all of you to interact with our many speakers who have vast knowledge because it will be useful for you."

President of Malaysian Association of Professional Trainers and Coaches Soo Hoo Yoon Hunn delivered the conference theme's titular Keynote Address. The award-winning master trainer underlined the importance of embracing 4IR's unprecedented changes as youths and upskilling themselves to be relevant as well as productive.



From top, speakers: Prof Zhang, Digital Transformation LifeTech Solutions Sdn Bhd Director and Advisor Chu Hong Keong, ZingPlus Global General Manager Anthony Chia and Allen Ho sharing their respective insights in the forum titled "Getting Ready for the 4IR"



From left: Total Brain Technology Sdn Bhd Training Director Dr Alan Wong, Mind Science Association Malaysia Facilitator Ng Thian Watt and Creative Maths Founder Teoh Poh Yew conducting workshops for the participants



From left: Prof Zhang, PSMB Trainer Chester Tan Sock Ban and Faculty of Information and Communication Technology academic Dr Lee Wai Kong presenting their talks



Front row, from left: Prof Lee, Abdul Ghani Abdullah, Dr Habibah, Prof Chuah and Prof Faizd with the participants

## Symposium on Science Education

Symposium on Science Education (SoSE) 2018 welcomed approximately 200 educators nationwide at Sungai Long Campus on 18 August 2018. Held for the fifth time, SoSE 2018 with its theme 'Emerging Innovations in the Teaching and Learning of Science and Mathematics' aimed to share innovative and effective teaching methods in Science, Technology, Engineering and Mathematics (STEM) education and create awareness of the current innovative teaching methods and how to embed innovation in the teaching and learning of STEM education. It also aimed to provide networking opportunities for STEM educators from various schools, colleges and universities.

Present at the event were Ministry of Education (MoE) Director of Educational Planning and Research Division Dr Habibah binti Abdul Rahim and spouse Encik Abdul Ghani Abdullah, UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik, former Vice President Prof Ir Dr Lee Sze Wei, former Institute of Postgraduate Studies and Research Director Prof Ts Dr Faizd bin Abd Rahman, staff and teachers from various schools and universities.

Prof Chuah welcomed SoSE 2018 participants and said, "STEM education is dear to our hearts. This particular symposium is important for us to share among ourselves the thoughts and ideas on how to increase the students' interest in STEM."

In Dr Habibah's keynote speech, she said, "We need to create a STEM ecosystem to encourage and support STEM among the younger generation. Everyone in the community needs to consciously make an effort to create an ecosystem that promotes the application of science in daily life."

The symposium also saw two parallel workshops titled "Design Your Thinking: A Way for Innovative STEM Education" and "Hands-On Engagement with LEGO Education" by Universiti Pendidikan Sultan Idris Assoc Prof Dr B. Balamuralithara and Sasbadi Learning Solutions Sdn Bhd Learning Design Developer Aizuddin bin Zamani respectively.



Institute of Teacher Education Technical Education Campus lecturer Tan Mun Wai presenting a talk titled "Incremental Change"



Persatuan Guru STEM Malaysia Chairman Noorsuhaily bin Ali presenting a talk titled "Development of STEM Research Skills through GIS for Secondary School and Sharing on International Competition Involvement"



Politeknik Kuching Sarawak lecturer Ho Rui Jin presenting his talk titled "Challenge and Learning Barrier in TVET – Possible Solution"



SMK Seri Sepang teacher V.R. Adlin Premla delivering her talk titled "Step by Step: Engage the Abstract"



Participants discussing "design thinking" during the workshop



Exhibition booths at the symposium

# A Fond Farewell, A Warm Welcome



Prof Lee ▶

Over the past nine years, Ir Prof Dr Lee Sze Wei held the reins as the Vice President of R&D and Commercialisation at UTAR, leading the university to new heights in R&D excellence and international collaborations on research projects and staff participation in research initiatives. On 1 September 2018, Prof Lee moved on to new horizons at another institution where he assumed a new position.

Prof Lee's strong commitment to the job, his vast knowledge in R&D and his strategic leadership in leading the team were undeniable. Under Prof Lee, research projects, funding and activities flourished. The number of research publications improved, and so did the international and industry research collaborations.

Hence, UTAR congratulates Prof Lee on his new position and wishes him even greater success and achievements in the years ahead.

Assuming his position as the new vice president is Prof Ts Dr Faizd bin Abd Rahman. He was previously the Director for Institute of Postgraduate Studies and Research where he was tasked to lead the development of postgraduate programmes and research activities in UTAR.

He has contributed in various capacities in Malaysian agencies such as the Ministry of Science, Technology and Innovation (now known as the Ministry of Energy, Science, Technology, Environment and Climate Change) and the Ministry of Higher Education to look into R&D policies and proposals (2003-present). He has also served as chair and committee for various international and local conferences such as PERFIK 2003, ASIL 2007, PIERS 2012, ISMOT 2013, CIE 2014, PERFIK 2014 and more.

UTAR warmly welcomes Prof Faizd as the Vice President of R&D and Commercialisation and looks forward to his service and contribution in leading the university to greater heights and achievements.



◀ Prof Faizd



A farewell lunch was held for Prof Lee on 27 August 2018 by his staff and those who worked closely with him. Seated from left: UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik, Ir Datuk Hong Lee Pee, Prof Lee, Prof Faizd and Emeritus Prof Dr Cheong Soon Keng

# Visit by WMU students



During the visit to Sky Mirror beach at Kuala Selangor

Wenzhou Medical University (WMU) students visited Sungai Long Campus on 16 July 2018 until 27 July 2018. The visit aimed to provide students the opportunity to expose themselves to the cultural differences and the customs in Malaysia as well as to gain experience in health-related workshops, community services and build networks and friendship with UTAR students.

Over the two weeks, WMU students underwent various activities such as Kuala Lumpur city tour, aboriginal museum tour, National Elephant Conservation Centre tour, HIV workshop, Beautiful Gate Foundation workshop, New Village community work and classes.

"Throughout these two weeks, we've gained a lot of medical knowledge and I particularly like UTAR's teaching approach which encourages participation in classroom and hands-on activities. I believe that it is important for us to practice lifelong learning and to always learn from the experts in the field in order to be successful," said Traditional Chinese Medicine student Huang Yijia.

Danny Chong who is majoring in Paediatrics said, "The purpose of this visit was to broaden our horizon and experience the cultural difference. Although there were minor communication barriers, UTAR provided great hospitality and the students were all friendly and caring. I hope there will be more collaborations between UTAR and WMU in the future, so that students can get different exposure."

Faculty of Arts and Social Science Department of Public Relations Assistant Professor Dr Cheah Phaik Kin recently authored the first ever published study on the Malaysian Volunteer Police (PVR).

Her paper titled "Role reflections of police reservists: A study of volunteer reserve officers in Malaysia" was first published online in May 2018 in *Policing: An International Journal* by Emerald Insight, a global publisher linking research and practice. The paper was co-authored by Prof Dr Prabha N. Unnithan from the Colorado State University, USA and the Assistant Commissioner of Police of Royal Malaysia Police of Ipoh, Perak Suresh Kumar G. Suppiah.

The principal investigator of the paper, Dr Cheah who is also a volunteer reserve constable, explained that the article was a good starting point to lead to more studies on volunteer policing in Malaysia. "This study produced a model detailing four role orientations of the PVR. These role orientations were based on a qualitative study. Therefore, the results may not be generalised. But because it is the first study done on the PVR, this study is significant because it provides an insight into the roles of the PVR. Data was collected from a purposive sample to gain a true reflection of the roles played by PVR officers in Malaysia. Hence, this paper serves as a credible record about the PVR in Malaysia.

Her research project also gained recognition from a US-based international Volunteer Law Enforcement Officer Alliance where her video was posted in their newsfeed.

# First Published Study on Malaysian PVR



Dr Cheah (far left) with other PVR officers during Kampar District Police Headquarters' Police Day celebration in 2017

# MIND & STEM Festival



West Wong (middle) with participants

UTAR and Chung Hua Middle School No.1 Kuching, together with Malaysia Mental Literacy Movement and Kuala Lumpur Engineering Science Fair, organised the MIND & STEM Festival on 3 and 4 August 2018 at the school hall of Chung Hua Middle School No.1 Kuching, Sarawak. For the first time ever in Kuching, the event attracted a big turnout of school students and the public.

UTAR Centre for Extension Education Director Lim Guat Yen said the main objectives of the festival were to introduce and promote various techniques and skills pertaining to the improvement of mental literacy, as well as to promote interest in science, technology, engineering and mathematics (STEM) among primary and secondary school children. It also aimed to assist the country in globalisation and human resource development. She added that the festival was only conducted in Peninsular Malaysia in the past. This is the first time the festival is organised in Kuching.



Participants engaging in various activities

The two-day festival featured a variety of fun and interactive contents and activities, including mental literacy talks and creative mind games, STEM hands-on experiments and exhibitions, 3x3x3 Rubik's cube competition and workshop.

In addition, Grandmaster of Memory Wong Wan Jiun and Malaysian Human Calculator West Wong Woon Chieng were also invited to deliver their talks titled "How to boost your memory by 100% easily" and "Math is Easy with Brain Power" respectively.



Participating booths at the festival



Front row, from left: Dr Lim, Dr Huang, Prof Dr Yeh Keh-Chia, Prof Dr Wang Chung-Yue, Prof Chuah, Prof Tanaka, Prof Dr Zulfikri Yusop, Dr Or and Dr Yong with the participants of ICCEE 2018

## ICCEE emphasises on disaster risk reduction

Engineers and academics gathered at Sungai Long Campus for the International Conference on Civil & Environmental Engineering (ICCEE 2018). Held from 3 to 5 October 2018, ICCEE 2018 was organised by Centre for Disaster Risk Reduction and University System of Taiwan.

The conference aimed to provide a platform for researchers, scholars, engineers, technologists and students from universities and industries all around the world to present their researches. ICCEE 2018 also provided opportunities for the participants to exchange new ideas and research experiences besides seeking future collaborations.

Attending the opening ceremony were UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik, Institute of Postgraduate Studies and Research Director Assoc Prof Dr Yong Thian Khok, ICCEE 2018 Chairman Assoc Prof Ir Dr Huang Yuk Feng, Lee Kong Chian Faculty of Engineering and Science's (LKC FES) Head of Civil Engineering Department Assoc Prof Ir Dr Lim Siong Kang, keynote speakers LKC FES Assoc Prof Ir Dr Low Kaw Sai, Prof Dr Yasuo Tanaka, CEO-cum-Director General of Doshin Rubber Products (M) Sdn Bhd Dr Or Tan Teng, CEO-cum-Managing Director of G&P Private Limited Dato' Ir Gue See Sew and participants from various institutions and nationalities.

"A lot of disasters that happen these days are the results of human activities over the years. I believe engineers, technologists and scientists have to play a role in minimising disaster risk because nothing is more valuable than the lives of human beings," said Prof Chuah in his opening speech.

Focusing on the disaster risk reduction, the speakers shared their latest research and thoughts on managing disasters through engineering and discussed technologies that can be utilised when facing disasters. More than 100 papers were discussed during the concurrent sessions. The three-day conference also recognised good presenters with the Best Presenter Award.



Prof Chuah delivering his opening speech



Prof Tanaka emphasising the importance of taking preventive steps to minimise disaster risks



Dr Or pointing out that shorter buildings are more vulnerable to earthquake compared to taller buildings



Dato' Gue urging engineers to figure out an economical solution to disaster problems



Dr Low sharing the use of bamboo in the construction of buildings

# International Conference on Tropical Biodiversity



Front row, from left: Dr Au Yong, Prof Choong and Prof Chau with organising committees, speakers, sponsors and participants



Front row, from left: Dr Goh, Dato Sri Dr Gathorne-Hardy, Prof Faizd, Hizaz, Chan and Dr Wong with speakers and participants at the opening ceremony

## BAFE fosters interdisciplinary collaboration

UTAR Faculty of Business and Finance (FBF), Centre for Accounting, Banking and Finance, Centre for Business and Management, and Centre for Economic Studies organised UTAR's 6th International Conference on Business, Accounting, Finance and Economics (BAFE) 2018 from 4 to 5 October 2018 at Kampar Campus.

The opening ceremony of BAFE 2018 was officiated by UTAR Vice President Prof Dr Choong Chee Keong representing UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik. He was accompanied by UTAR FBF Dean Dr Au Yong Hui Nee, Organising Chairperson of BAFE 2018 Dr Lau Lin Sea and esteemed keynote speaker Prof Dr Wilton Chau Chi Wai from the Chinese University of Hong Kong.

Prof Choong said, "Themed 'Challenges of Change', BAFE Conference 2018 draw focus on addressing the changes brought forth by the digital revolution and learning to embrace the changes through discussions with over 60 papers that were submitted."

Dr Au Yong said, "The conference aimed to be a valuable platform for young researchers and scholars to share thoughts and innovative ideas particularly in the fields of business, accounting, finance and economics."

The BAFE 2018 is a key initiative in providing a significant prospect for researchers and scholars to present their research findings. The participants of the conference came all the way from China, United Kingdom, Nigeria, Pakistan and India while the rest included local educational institutions, UTAR lecturers, staff, postgraduate and undergraduate students.

The winners of BAFE 2018 Best Paper Award was announced during the Gala Dinner held in Grand Kampar Hotel on 4 October 2018.



BAFE 2018 is officially launched; (from left) Prof Ramayah, Prof Ooi, Dr Au Yong, Prof Choong, Prof Chau, Dr Lau, Prof Ho, Prof Tiru and Prof Peter



The Best Paper Award recipients with Prof Choong (fourth from left) and Dr Au Yong (fourth from right)



Speakers, clockwise from top left: Prof Dr Catherine Ho Soke Fun, Dr Y. Peter, Prof Dr Ooi Keng Boon and Prof T. Ramayah

The International Conference on Tropical Biodiversity 2018 was held from 8 to 11 October 2018 at Tower Regency Hotel, Ipoh.

It was jointly organised by UTAR's Centre for Biodiversity Research (CBR), South China Botanical Garden (SCBG), Bogor Agricultural University, Society for Conservation Biology, Malaysian Society of Applied Biology, Rimba Ilmu (University of Malaya), Universiti Malaysia Terengganu, University Kuala Lumpur MICET, The University of Nottingham Malaysian Campus, Monash University Malaysia, Yayasan Bina Lestari, and Pulau Banding Foundation.

Present at the opening ceremony were Director of Ministry of Tourism, Arts and Culture Malaysia, Perak Office Hizaz bin Mohd Ibrahim, UTAR Vice President Prof Ts Dr Faizd bin Abd Rahman, the 5th Earl of Cranbrook Dato Sri Dr Gathorne Gathorne-Hardy, Deputy Chairman of Perak Academy Chan Kok Keong, Chairperson of CBR Dr Wong Wey Lim, and Organising Chairperson Dr Goh Wei Lim.

Themed 'Powering Sustainability with Infinite Varieties in Our Biological World', the conference aimed to bring together the world's experts to present and share their current findings, as well as to strengthen interdisciplinary research links among researchers and stakeholders by promoting effective communication on various current issues related to biodiversity.

The conference consisted of three plenaries, seven keynotes and four symposiums. Each symposium discussed a specific sub-theme, which were 'Fundamentals of Biodiversity', 'Sustainable Agriculture and Food Security', 'Biodiversity and Human Health', and 'Biodiversity in Modern Living'. The conference also saw a public forum titled "Conservation of Biodiversity, A Way Forward for Better Life" and industrial talks by industrial experts.

"This conference is truly a good platform for an exchange of knowledge and for building meaningful friendships," said SCBG Director Prof Dr Wang Ying during the closing ceremony held on 10 October 2018.

Meanwhile, Faculty of Science Dean Assoc Prof Dr Lim Tuck Meng said, "The three-day discussion on various aspects of tropical biodiversity has opened up avenues for future actions and collaborations in a new network."

The winners for best oral presentations and best poster were also announced and awarded at the closing ceremony.



From left: Hizaz officiating the conference, while Prof Faizd and Dr Goh look on



Hizaz explaining the importance of biodiversity to ecotourism



Prof Faizd welcoming researchers and students from various economies to jointly discuss, share experience and address current issues related to tropical biodiversity



Dr Goh explaining the importance of scientific research on biodiversity to gain fundamental knowledge

# Special Feature



The unity and diversity of Malaysia were communally celebrated at both Sungai Long and Kampar Campuses to commemorate the 61st anniversary of Malaysia's national independence. Various events were organised during the week which gave the participants an opportunity to explore and get a taste of Malaysia's vibrant cultures. The events included arts and cultural performance by the Faculty of Creative Industries (FCI), "Go As One Merdeka Carnival 2.0" by the Department of Student Affairs of Sungai Long Campus and Digital Poster and 3D Model Competition 2018 by the Centre for Foundation Studies of Kampar Campus. Some of the activities that took place during the celebration are shown below.



Participants getting ready for Merdeka Unity Run 2018 Trekathon



UTAR Choir Unit performing "Sejahtera Malaysia"



Chinese Medicine students performing exercise regime



Participants trying their hands on different games

From left: Digital posters; first prize, second prize and third prize winning entries



Cultural dance performance by National Department for Culture and Arts, Ministry of Tourism and Culture



3D Model Competition winners (from left): First prize - Sharon Tan Xue-Rou, Tan Yuik Juin and Chong Shu Min; second prize - Ng Hao Yu, Chuah Poey Sie and Chuah Czea Sie; third prize - Khong Lin Yan, V. Vishani Thevar and Lam Qiao En



From left: Nik Safwan bin Che Azhar, Zainudin bin Mustafa and Muhammad Sallehudin bin Mohamed Sidek from the Department of Safety and Security honouring the national heroes of independence and sports



FCI academics, from left: Dr Nadya Supian, Lim Wai Ping and Foo Mei Lee performing "Tanah Pusaka"



Year One Foundation student R. Puja performing an Indian traditional dance

# UTAR Staff Long Service and Excellence Awards Ceremony

## Wins at MERMC 2018

The UTAR Staff Long Service and Excellence Awards 2018 was held at Sungai Long Campus on 28 August 2018.

The event aimed to reward and give recognition to staff members who have excellently performed in the areas of teaching, e-learning, innovation, research and service. The award served as an incentive to encourage staff members to continue the efforts to achieve excellence.

Present at the event was Chairman of Board of Trustees Tan Sri Dato' Dr Sak Cheng Lum, Education Foundation Secretary Ong Whee Tiong, UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik, UTAR Vice Presidents Prof Ir Dr Ewe Hong Tat, Prof Lee and Prof Dr Choong Chee Keong, Registrar Yim Lin Heng, Director of Institute of Postgraduate Studies and Research Prof Ts Dr Faidz bin Abd Rahman, Director of Division of Human Resource Marchie Lim Pin Sim, Sungai Long Campus Administration Director Dr Tan Kee Kong, award recipients and staff.

Prof Chuah expressed his appreciation to the University's Board of Trustees, Council, Deans, academic and administrative staff. He especially thanked the vice presidents for their help and support in bringing up the University.

Centre for Foundation Studies of Sungai Long Campus Deputy Director



Fifth from left, seated: Tan Sri Sak and Prof Chuah with the recipients of UTAR Excellence Award



Fifth from left, seated: Tan Sri Sak and Prof Chuah with the recipients of UTAR Staff Long Service Award

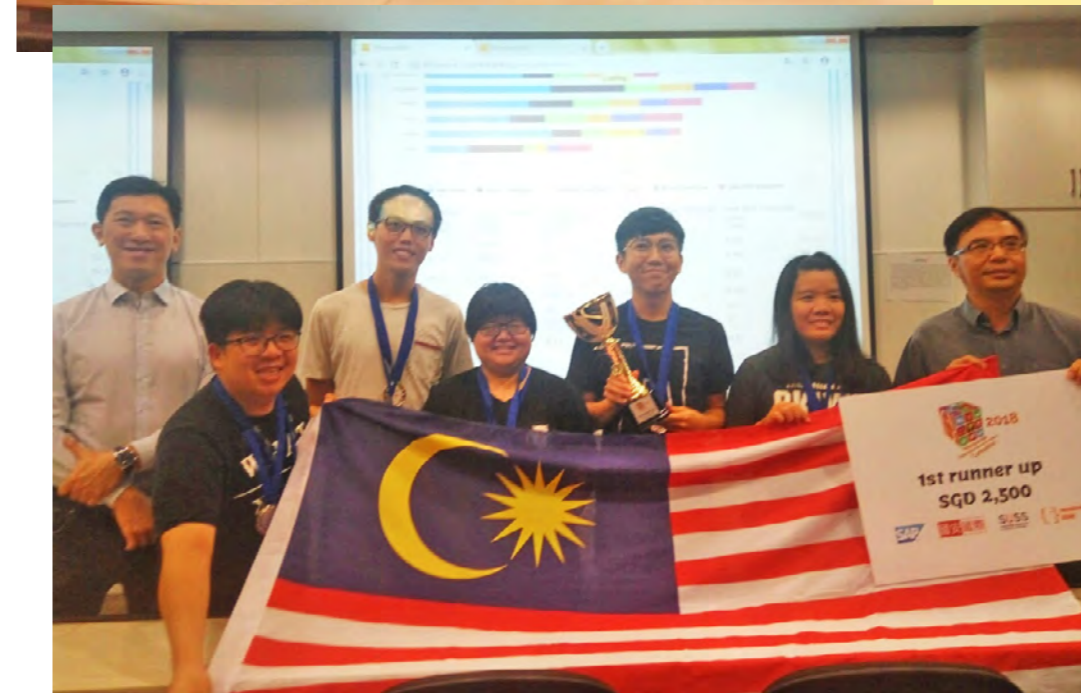
Wong Jing Tyng, the recipient of Long Service Award said, "UTAR has provided me with the opportunity to further my studies and has given me the chance to explore various teaching techniques."

As the recipient of Teaching Excellence Award, Faculty of Accountancy and Management Deputy Dean David Ng advised educators to give more life examples to the students so that they can relate and understand and be able to apply the theories in real life.

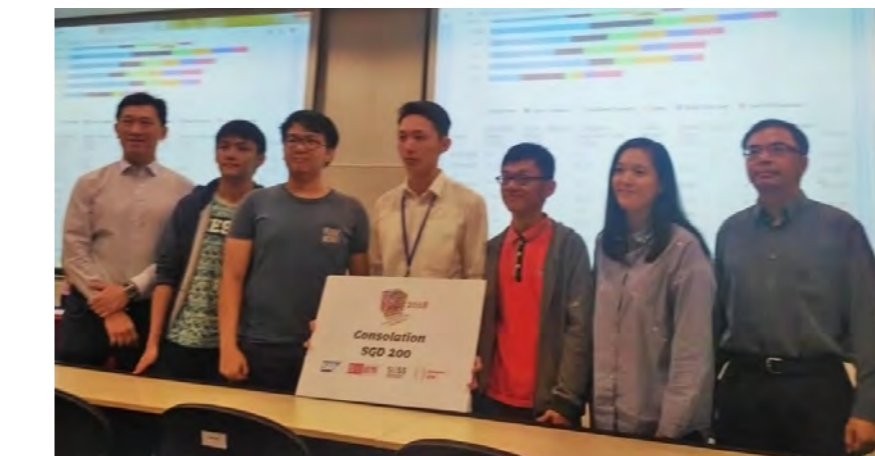
Faculty of Arts and Social Science Lecturer Inderjit, the recipient of e-Learning Excellence Award, explained that e-learning system helps to stimulate students' interest and engage their attention in the classroom. It also helps the lecturers to keep track of the students' answers in real time.



Second from left: Members of Kokobap Zhi En, Wong, Chee, Hooi Fen and Lim posing with their prizes, while Dr Choo (far right) looks on



Second from left: Members of Javaman Loo, Wong, Chin, Chua and Chew posing with their prizes, while Dr Choo (far right) looks on



Second from left: Members of MicFS Cheah, Tan, Yap, Yeah and Lim posing with their prizes, while Dr Choo (far right) looks on

Three teams from the Faculty of Information and Communication Technology (FICT) secured the first (champion), second and fourth places at the MonsoonSIM Enterprise Resource Management Competition (MERMC) 2018 Regional final round. The competition was held at Singapore University of Social Sciences (SUSS) from 21 to 22 September 2018. They were accompanied by FICT Deputy Dean for Student Development and Industrial Training Dr Choo Peng Yin.

The reigning champion was team Kokobap, consisting of Business Information Systems students Chee Chi Kian, Lau Hooi Fen, Lau Zhi En, Lim Wen Yi and Wong Jai Lynn, who won a cash prize of SGD4,000, along with medals for each and a team trophy. Second-place winner, along with a cash prize of SGD2,500, medals each and team trophy, was team Javaman, which consisted of Bachelor of Information Systems (Hons) Business Information Systems students Loo Wei Jing, Chin Kah Men, Chua Wei Jie, Chew Zhi Shian and Wong Wai Man.

Team MicFS, who won the fourth place and SGD200 cash prize each, comprised of Bachelor of Business Administration (Hons) student Yap Jin Yong, Bachelor of Computer Science (Hons) student Tan Mun Keng and Bachelor of Information Systems (Hons) Information Systems Engineering students Jeffrey Cheah, Yeah Zi Hao and Lim Yan Yee.

The three winning teams were part of the five teams that were selected to compete in the final round, after winning the top 10 places at the semi-finals level. The five teams also expressed their gratitude to Informativ Sdn Bhd for the sponsorship offered to compete in SUSS.

# UTAR won two awards at Blood Donation Campaign



Prof Choong (left) receiving the award from State Health, Consumerism, Civil Society, National Integration and Human Resource Committee Chairman A. Sivanesan

UTAR's commitment of giving back to the community continues to be recognised when the University was awarded the *Penganjur Cemerlang: Kempen Terbanyak* (Best Organiser: Most Number of Campaigns) and *Penganjur Cemerlang Kategori IPTS* (Best Organiser for Private Institutions of Higher Learning Category) awards by the Perak State Health Department on 10 August 2018 in Ipoh, Perak.

The appreciation night aimed to celebrate and acknowledge organisations which have contributed significantly to blood donation initiatives. Representing UTAR to receive the award was Vice President for Student Development and Alumni Relations Prof Dr Choong Chee Keong.

The awardees were chosen based on two criteria, which were the frequency of organising blood donation campaigns and the total number of blood bags collected from the campaigns. In the Private Institutions of Higher Learning Category, UTAR came on top with 26 blood donation campaigns held since 2008, and in 2017 a total of 3,445 bags of blood was donated.

# Most Downloaded Paper



From left: Tan, Foo and Dr Lee

Another academic, namely Foo Pik Yin from the Faculty of Business and Finance was awarded the "Most Downloaded" award by Elsevier, USA, for the paper titled "A Gateway to Realising Sustainability Performance via Green Supply Chain Management Practices: A PLS-ANN Approach", published in the Expert Systems with Applications Journal. The research was co-authored with FBF academics Dr Lee Voon Hsien and Garry Tan Wei Han, and UCSI University academic Prof Dr Ooi Keng Boon.

"My research on green and sustainable best practices and their associated impacts on organisational performance aim to help industry practitioners design sound and economically viable strategies. These strategies would also further improve their position on the sustainability scale by offering more sustainable and eco-durable products and services while meeting the demands of increasingly environmentally conscious consumers. Thus, the findings from this research would benefit the industry practitioners to adopt practical solutions that will contribute to the betterment of the society," explained Foo.

Two lecturers from the Faculty of Arts and Social Sciences (FAS) came home with all smiles after winning the "Young Scholar Award" by Park Jung-heun and Jung Tae-gon Young Scholar Award at the 9th International Conference of the Asian Association of Indigenous and Cultural Psychology (AAICP2018). The conference was held from 25 to 27 July 2018 at Universiti Malaysia Sabah (UMS).

Sarvarubini Nainee won the Park Jung-heun Young Scholar Award, while Tan Soon Aun won the Jung Tae-gon Young Scholar Award. Many researchers and scholars across the world attended the conference and witnessed the award presentation ceremony. Among the scholars who attended the conference were Prof Dr Donald Saklofske from Canada, Prof Dr Kuang-Hui Yeh from Taiwan, Prof Dr Annamaria Di Fabio from Italy and Prof Dr Saadi Lahlou from the United Kingdom.

Sarvarubini presented her paper titled "The Mediating Effect of Psychological Capital on the Relationship between Perceived Social Support and Life Satisfaction among Malaysian Undergraduates". The presentation explained the mechanism of how social support influences one's life satisfaction by testing the mediating effect of psychological capital on the latter variables.

Tan presented his paper titled "Comparing the Role of Parents in Forming Male and Female Adolescents' Sexual Attitude in Malaysia". His paper addressed the importance of parents in forming and transferring sexual-related beliefs and attitudes in their adolescent stage.

"We thank the conference organisers for providing us this opportunity to share our research findings and UTAR for providing internal research grants and sponsorships to attend training and conferences," enthused Tan and Sarvarubini.

# FAS lecturers won Young Scholar Award



Tan (fourth from left) and Sarvarubini (fourth from right) with other presenters from UTAR

# Winning the Top Cited Author Award

Faculty of Business and Finance (FBF) senior lecturers Sim Jia Jia and Garry Tan Wei Han were recently awarded the "Top Cited Author (2014-2018)" Award by Elsevier USA for Telematics and Informatics Journal. The award was given based on the high number of citations; the research paper received about 80 citations from 2014 to 2018.

The award-winning research was titled "Understanding and Predicting the Motivators of Mobile Music Acceptance - A Multi-stage MRA-Artificial Neural Network Approach". It was also co-authored with Tan, Linton University College Academic Wong Chew Jia, UCSI University Academic Ooi Keng Boon and University Malaya Academic Hew Teck-Soon.

Sim said, "Currently, our research areas are mainly focused on the adoption, diffusion and continuous use of mobile-related services, such as mobile-commerce, mobile shopping and mobile payment, from the consumers' viewpoint. Therefore, this award comes as a compliment for all the hard work rendered by our research team. As an academician, it is not only my responsibility to conduct researches, but also a joy to be able to contribute to the area of my study. I am glad that other researchers value this research."

Co-researcher Tan was also recently acknowledged as one of the "Top 3 Authors in the World" in the field of Mobile Commerce in an article published by Salazar, 2017.



From left: Sim and Tan displaying their certificate



# Champion in CFA Video Competition



Proud champion, Yap

UTAR Faculty of Business and Finance student Yap Yang walked away with the top prize of RM3,000 at the CFA Career Day Video Competition 2018, which was held at Kuala Lumpur Convention Centre in Kuala Lumpur on 4 August 2018.

The competition was organised by CFA Malaysia Society. It is conducted annually to encourage a more holistic educational yet entertaining approach to present ideas and knowledge. It required the participants to submit a 60-second video with the topic, "Will your action today get you where you want to be in three years?".

Yap explained, "My idea is basically on the aspect of how efforts are essential for a successful future. My video featured a scenario that portrayed real life as harsh and we do not always get what we want, therefore, our effort today may not lead us to where we want to be in the future. But do not be upset because every effort you have put in today will build a solid ground on your skills and capability."

"In order to win this competition, I spent around four days to draft out my answers. I gave full attention to ensure that my answer delivers my genuine thought. I always try to link back the core concept of my answer to the topic given and I believe that is the reason for my winning because to present one's thought in such restricted time is challenging. I also focused on the video quality," he added.

# ACCA Top Scorer



Young displaying his award

Faculty of Accountancy and Management (FAM) Bachelor of Accounting student Young Teng Wai was awarded the Association of Chartered Certified Accountants (ACCA) Global World Prize Winner P1 award for scoring 91% out of 100%. He brought back the award along with 200 pound sterling. Young is also shortlisted for the Malaysian Institute of Accountants (MIA) Best Accounting Student Award.

He said, "I find the advisory role interesting as we are able to deal directly with the clients apart from the administrative work. From there, I learnt to study the clients' body language, types of human personality and how to deal with different clients professionally. The subject Corporate Governance, taught in the Accounting programme, was very useful as it provided me with extensive knowledge when undertaking the ACCA examination."

FAM Department of Accountancy Head K. Shamini said, "Having a good attitude will drive one to success. Being meticulous and inquisitive in the things you do will bring you further and closer to success. Great qualities, experienced lecturers and subjects taught in the programme complement each other in producing employable talents."

# Taking Timetable Program to Japan

Three Software Engineering students from UTAR won the judges' hearts with their "Timetable Arranging Program" that makes timetable preparation less hassle for university students.

Wong Jia Hau, Dheenodhara Rao and Seah Sheng Hong, the three minds behind the winning program, will represent Malaysia in KOSEN PROCON from 27 to 28 October 2018 at Tokushima City, Japan. The Software Programming Innovation Competition (PROCOM) 2018 was held at Malaysian Industry-Government Group for High Technology at Cyberjaya from 2 to 3 August 2018. Organised by Chinese Weekly, the competition saw 13 higher education institutions going head to head with their software programs to impress the judges from industry and academicians.

"This program has been employed by many students in UTAR. It took us six months to develop the program. We are truly grateful to receive the full support from our lecturer Ts Dr Madhavan Balan Nair. As a preparation to face the competitors from Japan, who are very experienced in the software industry, we are planning to upgrade the website by taking into account the users' feedback," said Wong in an interview with the Sinar Harian.

The three coursemates brought home a cash prize of RM5,000, a trophy and certificates. Other than that, their trip to Japan will also be fully sponsored including air tickets and accommodation.



From left: Dr Madhavan, Wong, Seah and Dheenodhara

# Best Paper Award for recognising emotion-enhancing music

A team of researchers from UTAR Faculty of Engineering and Green Technology (FEGT) won the Best Paper Award in the Institute of Electrical and Electronic Engineers (IEEE) 2018 2nd International Conference on BioSignal Analysis, Processing and Systems (ICBAPS 2018) held at Hilton Kuching Hotel, Sarawak from 24 to 26 July 2018.

The team was comprised of Doctor of Philosophy (Engineering) student Rab Nawaz, FEGT Dean Assoc Prof Dr Yap Vooi Voon and FEGT Head of Master of Engineering (Electronic Systems) Programme Assoc Prof Dr Humaira Nisar. Their paper titled "Recognition of Useful Music for Emotion Enhancement Based on Dimensional Emotion Model" won the Best Paper Award in the Session Award category.

Organised by IEEE Signal Processing Society Malaysia Chapter, the conference aimed to provide a platform for researchers and industrial practitioners to discuss and share their knowledge in various sub topics of bio-signal processing, analysis and systems.

Dr Humaira said, "The researchers in this area have made a substantial effort to investigate the effect produced by music. It is noted that listening to music affects other parts of brain which results in a significant change in the cognitive abilities. In our research, we used the EEG signals of different human participants and identified the changes in the emotional state when they listened to different music. The identification of the change in emotional state leads us to recognise the music stimulus which can bring positive changes in the human emotions."



From left: Dr Yap, Rab and Dr Humaira

## Students in Action

# Fashion Show by Architecture students

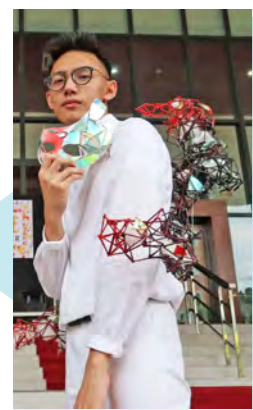
## 优大视野

# 贺淑芳陈思可对谈 小说创作与翻译

**F**uturistic looking models took a catwalk at the entrance of KB Block in Sungai Long Campus on 13 July 2018. The "Architecture Membrane Fashion Show" was organised by UTAR's Architecture students and saw 11 models styling "membranes" made from recycled materials. With different themes and concepts from each group of designers, the "membranes" were invented using primary shapes like circle, triangle and square, and included various architectural elements such as contrast, movement and harmony. The students also put their designs on display during an exhibition, held at Sunway Velocity Mall on 4 August 2018.



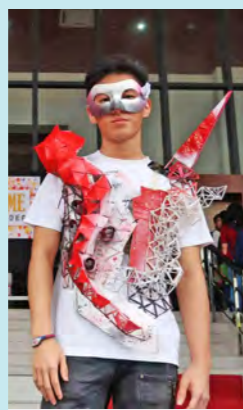
Models styling their "membrane" designs



The Scorpion's Venom



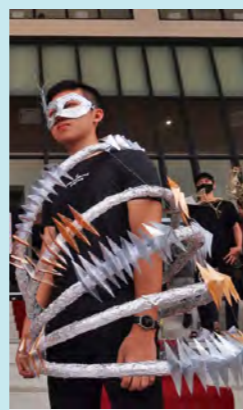
The Split



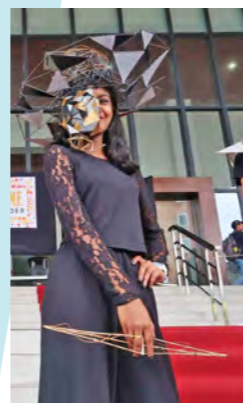
Pompous Flowery



The Future Warrior



Gyration-X



Phantom of Witch



Secure



X-Soldiers



Wildness



Cycle of Life



The Golden Sting

由拉曼大学中华研究中心中华艺术研究组主办，中文研究学会协办的“小说创作和小说翻译——如何使二者贴近彼此”讲座于2018年7月25日在金宝校区举行，特别邀请了马华著名作家贺淑芳以及英国翻译家陈思可（Natascha Bruce）前来主讲。

贺淑芳深耕马华文坛多年，并著有多部作品，而部分短篇小说《别再提起》、《墙》、《湖面如镜》更被译为马来文、日文和英文。她也曾获中国时报短片小说奖、联合文学奖、九歌年度小说奖等。

陈思可是《湖面如镜》的英文译者，此作品更让她荣获2017年PEN Present东亚和东南亚小说翻译奖（PEN Present East and Southeast Asia Prize）。她也是2015年英国白玫瑰翻译奖和2018年卢斯基基金会（Luce Foundation Fellowship）项目资助金得主。本身毕业于英国剑桥大学中文系的她早期在台湾电影业从事字幕翻译等工作，目前则长驻香港从事翻译工作。

首先，贺淑芳简介了自己和陈思可的相识过程，同时解析了其作品《别再提起》、《墙》的创作背景、内容细节等。她表示，“马华文学其实缺乏翻译，但觉得自己很幸运，因为自己一连几篇小说被翻译后而让作品受到关注。《湖》也被一位日本老师翻译成日文，最近被刊登在《东南亚文学刊》。”

她补充，“整个现代性在50-60年代进入马华文学以来，文学刊物如《蕉风》引进大量的现代文学，而我们所吸收的养分



▲ 贺淑芳分享了其创作历程。



▲ 陈思可谈及了翻译时所面临的挑战。

跟翻译息息相关。在当时所引进的欧美文学等外来文学都是马华文学现代性萌芽的养分。我们热爱阅读各地翻译引介的现代文学，而现代文学带给我们的东西是很特殊的，开启了多元且灿烂的文学写作。”

对于阅读自己作品的翻译版本时，她觉得像是一种特殊的经验，“我成为了自己小说译文的读者。这样子读自己的小说感觉像听到了另一种声音，像是我的语言但其实并不是我的语言，而是以另一种语言媒介来重读这部作品。”

陈思可首先分享了自己在大学毕业后的职业生涯点滴及参加翻译比赛的起源等。她表示，“文学是没有国界的。初读《湖》时已被深深吸引，在为该作品开始进行中译英工作时，基于作品的地方语言、色彩等，其实翻译起来有一定的难度。”她在马新盛行的“五脚

基”为例，在真正弄清楚这个词的英文翻译之前，她完全不懂这个词的意思。因此，为了能够顺利克服这些难题，多次和原作者深入交流，以取得最贴近原义的翻译。

翻译是对文本最亲密的阅读，对于翻译的小诀窍，她表示在翻译之前都会阅读全文，同时摘录重点。此外，和原作者讨论、搜索与故事背景相关的资料等都有助于翻译工作的顺利完成。

两位主讲人和出席者在交流环节中交流甚欢，一同讨论和分享了与翻译习惯、挑战、差异、译者所扮演的角色、文学与政治、书写习惯等相关的课题。

席间嘉宾包括台湾翻译家赖明珠、台湾文藻外语大学助理教授谢惠贞博士、中华研究院副院长林良娥博士、研究生课程主任黄丽丽博士、中华研究中心现代华文文学研究组组长李树枝博士等。



主讲人与出席的师生、民众开心合影。



Jennifer sedang menyampaikan ceramah kesihatan mental



Baris hadapan, keenam dari kiri: Jennifer, Dr Alia dan Pakialetchumy dengan para peserta

Jabatan Sastera dan Sains Sosial Pusat Pengajian Asasi UTAR Kampus Kampar telah menganjurkan sebuah kempen yang bertajuk “Positivity: A New Voice Campaign” bertempat di Kampus Kampar UTAR dari 15 Oktober hingga 17 Oktober 2018.

Diadakan sempena Hari Kesihatan Mental Sedunia 2018, kempen tersebut bertujuan untuk meningkatkan kesedaran dan menyebarkan pengetahuan mengenai kesihatan mental dalam kalangan pelajar serta kakitangan UTAR. Kempen tersebut juga bermatlamat untuk mempertingkatkan kesihatan mental melalui pendedahan dan pemahaman secara meluas dari pelbagai aspek seperti, punca-punca, kesan-kesan, langkah-langkah pencegahan dan pengurusan isu-isu mental.

Penyelaras kempen merangkap pensyarah dari Pusat Pengajian Asasi UTAR Kampus Kampar, P. Bhargkavi berkata, “Bertemakan ‘Young People and Mental Health in a Changing World’, Hari Kesihatan Mental Sedunia 2018 memberi perhatian khususnya terhadap isu-isu yang dihadapi oleh golongan belia dan remaja di dunia hari ini. Selaku sebahagian daripada komuniti UTAR, saya mendapati tema tersebut amat relevan dengan institusi pengajian tinggi seperti UTAR kerana kami golongan pensyarah sentiasa berurusan dengan pelajar-pelajar muda, kami merasakan kempen ini merupakan satu pendedahan yang baik mengenai kesihatan mental serta gaya hidup seimbang supaya mereka boleh membesar dengan sihat, ceria dan mempunyai daya ketahanan yang tinggi.”

Beliau juga berkata, “Kami percaya pendedahan sebegini boleh membina keupayaan mereka dalam pengurusan kesihatan mental masing-masing. Sebagai contoh, faktor-faktor perlindungan seperti kesedaran mengenai simptom-simptom tekanan, pengetahuan mengenai cara-cara mengendali tekanan serta membina keyakinan diri dalam mengatasi tekanan serta membantu mengurangkan gejala gangguan mental dalam kalangan pelajar-pelajar sekolah dan universiti. Selain itu, kempen ini juga memberi ruang kepada pelajar-pelajar untuk mengaplikasikan pengetahuan yang mereka

## Kempen kesedaran kesihatan mental



Sudut maklumat mengenai kesihatan mental

pelajari di dalam kelas. Aktiviti ini menyumbang kepada pemahaman yang mendalam serta membolehkan mereka menunjukkan keupayaan mereka dalam menerapkan pengetahuan teori kepada kemahiran praktikal.”

Turut hadir dalam kempen tersebut ialah Dekan Fakulti Sastera dan Sains Sosial UTAR Dr Alia Azalea, Ketua Jabatan Sastera dan Sains Sosial Pusat Pengajian Asasi A. Pakialetchumy, pensyarah-pensyarah, kakitangan, pelajar-pelajar UTAR dan pelajar-pelajar sekolah.

Antara aktiviti yang dianjurkan sepanjang kempen tersebut ialah ceramah motivasi oleh Kaunselor dari Hospital Seri Manjung A. Jenniffer, sudut pameran mengenai kesihatan mental, bengkel kesedaran oleh pensyarah Psikologi UTAR Tay Kok Wai serta sudut pidato. Aktiviti-aktiviti tersebut mendapat sambutan yang amat menggalakkan daripada komuniti UTAR dan juga pelajar-pelajar sekolah yang berdekatan di kawasan Kampar.

**Kampar Campus**

DU012(A)

Jalan Universiti  
Bandar Barat  
31900 Kampar



Wholly owned by UTAR Education Foundation  
(Co. No. 676227-A)

**Sungai Long Campus**

DU012(A)

Jalan Sungai Long  
Bandar Sg. Long  
Cheras, 43000 Kajang