

UMS holds second business and management seminar

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KOTA KINABALU: The Faculty of Business, Economics and Accountancy (FBEA), Universiti Malaysia Sabah (UMS) has successfully organised the second Seminar on Business and Management (SBM) 2022.

The seminar with the theme "Value Creation for Creativity and Innovation", was jointly organized by FBEA, Corporate Communication Centre (CCC) of UMS, Co-Curriculum and Student Development Centre (CCSD) of UMS, Universitas Muhammadiyah Surakarta Indonesia, and Universitas Sarjanawiyata Tamansiswa Indonesia.

It was conducted on virtual platform, which was accessible by collaborators from Indonesia, as well as participants from China.

The seminar aimed to explore the contemporary approaches in business creativity and innovation, as the driving force for competitive advantage. Since last year, the seminar (SBM) has been the platform for academics, industry players and post-graduate students to interact and share ideas and knowledge.

This year, SBM 2022 consisted of keynote speaker session, panelist session, and invited speaker session, with concurrent sessions for academic papers presentation. Two keynote speakers have presented their talk, Tuan Haji Abdul Kadir bin Haji Abdullah @ O.K.K. Haji Damsal, former managing director cum Chief Executive Officer of Sabah Oil and Gas Development Corporation Sdn Bhd, and Associate Professor Dr Muhammad Sholahuddin from Universitas Muhammadiyah Surakarta.

The highlight of the event was the invited panelist, Dato' Norman Abdul Halim, President and Group CEO of KRU Group of Companies, sharing his invaluable experience on the entertainment industry, giving advices on venture adaptation into the industry for younger generations, providing insights on the era of streaming and content creating businesses. Most of the participants were delighted and felt nostalgic since many of the academics have grown listening to KRU music since the 1990s.

Norman shared how he has successfully put to practice the knowledge he had accumulated together with his natural instincts and flair for marketing to bring KRU's pop icon band name into a prominent entertainment brand.

His vision and strategic leadership have earned him the Outstanding Entrepreneur Award in 2007 from the Asia Pacific Entrepreneur Awards and Asia-Pacific

Educator Award from the Motion Pictures Association in 2011.

The session was followed up with the invited speaker, Dr Syamsul Hadi, from Universitas Sarjanawiyata Tamansiswa, Indonesia.

Dr Syamsul is an academic, as well as certified Assessor of Human Resource Management in Indonesia, who graduated with a doctorate in finance and HR management.

Associate Professor Dr Mohd Rahimie Abd Karim, Dean of FBEA, stated that business organizations having creativity and innovative ideas can improve its problem-solving ability and stay competitive ahead of the competition. Creativity provides insights that allow business leaders to look at things from different perspective, whether developing new products and services, refreshing strategies, and adapting environmental opportunities to gain competitive advantage.

It is hoped that this seminar would serve as a platform to share business and management innovation ideas that can help translate both tangible and intangible resources into sustained organizational performance.

Professor Datuk Dr Hj Kasim Hj Md Mansor, Vice Chancellor of Universiti Malaysia Sabah, is hoping the joint effort between FBEA and partner universities from Indonesia will keep actively organizing academic activities, international research and academic collaboration like students mobility and grant matching.

The Vice Chancellor expressed his gratitude to the rectors of both universities from Indonesia, keynote speakers, panelist and invited speaker for the seminar.

It is hoped that SBM will continue in forthcoming year with positive relationship and engagement with key stakeholders to promote affiliation, networking and collaboration.

Dr Sharon Toh Pei Sung, SBM 2022 Organizing Chair expressed her gratitude to all of the participants for presenting their academic papers. She also congratulated the winners of the first SBM Innovation Competition in conjunction with the seminar this year.

The competition was organized by Co-Curriculum and Student Development Centre (CCSD) of UMS, which is led by Dr Jurry Foo.

Dr Toh is expecting next year's seminar will be organized face-to-face, and hoping more participants from Indonesia will join and visit Sabah, especially Universiti Malaysia Sabah.