

## UMS students present working papers

LABUAN: Universiti Malaysia Sabah (UMS) Labuan International Campus will continue to prepare its students with the necessary skills, competency and knowledge to serve the population with diverse social, ethnic, economic and educational experiences.

Both the academic and training curricula in UMS are designed to provide an environment in which students can develop the skills and attitudes essential to working with people from a multi-faceted background,

upon graduation.

To realise its objectives, a number of important topics related to marketing issues and consumer behaviour had been presented in a just-concluded seminar, with its final-year students given opportunity to access their ability, identify weaknesses and expose them with well-organised study plans before entering the job market.

The establishment or reinvention of university is not merely an institutional makeover

Rather, it is being driven by multiple and competing pressures.

Laura Lotius Bagu, who led a group of students of an international marketing programme to conduct research and public survey, said a total of 25 working papers were presented, detailing the analysis findings on consumer behaviour, marketing strategy and execution in developing local market, that can be used as tools in the development of local market trend and consumerism.