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ISSN 1985-6016



Message from the Dean



Assoc Prof
Ishak Ismail

Assalamualaikum wt. bt. and Greetings to all:
Welcome to the new academic session!

The transformation process taking place at the Ministry of Higher Education has created an important impact on us as educators. Much criticism has been leveled against us; in particular, our ability to produce graduates whom are industrially sound and savvy. Hence, it is our responsibility to change this public perception. As the Dean of the school, I am committed to ensure that our teaching and learning process results in our students having a business education that would befit the life-long learning and are industrially driven. Therefore, we need to reposition ourselves to meet this new challenges. Let us fall back to the old values properly articulated by a Malay Proverb, **"Ringan sama dijinjing, berat sama dipikul"**, Inshaallah.

At this juncture, I would like to congratulate the team for having taken the initiative to publish this bulletin. I believe this little effort is a good "wadah" for the school to keep the public and the stakeholders informed; in line with our effort in reaching out to the society. This augurs well with our spirit of "Kami Memimpin".

Thank you. Wassallam.

With Every Best Wish,
Ishak Ismail

HIGHLIGHTS

Prof Dato' Daing appointed as the Vice Chancellor of Universiti Malaysia Pahang

Prof Dato' Daing Nasir Ibrahim has been with the School of Management since 1983. His vocation to the school has been in the field of management accounting. Through the years, his leadership skills have also excelled, and he was then appointed as the second Dean to the School of Management in 1997. As the Dean, he had managed to take the School to greater heights, and new accomplishments have been recorded one after another. As recognition to his ever passion for greater success and well disciplined work ethics, Prof Dato' Daing Nasir has been nominated and later appointed to become the second Vice Chancellor of Universiti Malaysia Pahang effective 16 May 2008 by the Minister of Higher Education of Malaysia. The entire staff and students of the School of Management wish Prof Dato' Daing Nasir all the best in his new endeavours.



Prof Dato' Daing
Nasir Ibrahim

Prof Mohamed Sulaiman conferred Emeritus Professorship



Prof Mohamed
Sulaiman

In conjunction with the 38th USM convocation, Prof Mohamed Sulaiman is being conferred Emeritus Professorship. Prof Mohamed Sulaiman was the first Dean for the School of Management when it was established in 1989. His services to USM spanned for more than 26 years, and he had contributed in various fields in the academia, university's administrative duties, and society at large. His stellar career could be witnessed through his writings in Strategic Management and Leadership that had taken him globetrotting presentations in international conferences across the world. He had also served as Visiting Professor in a few universities within ASEAN countries. The pinnacle of his career was marked by his appointment to the chair of Tun Abdul Razak in University of Ohio, Athens, USA for three years (1997-2000). Until today, he is the only Professor that holds the chair in the field of management. He had also graduated 25 PhDs and DBAs in the field of management.

AWARD RECIPIENTS

The School of Management and the Advanced Management Centre would like to extend our heartiest congratulations to the award recipients and all the graduands of the 38th USM Convocation.

MBA GOLD MEDAL 2008

Lalitha a/p Dhamotharam

Gold Medal Award for the best MASTERS OF BUSINESS ADMINISTRATION (MBA) degree student awarded by LIN Foundation to Honour Y Bhg. Tan Sri Dato' Dr Lin See-Yan.



Lalitha graduated from Universiti Sains Malaysia with a degree in Management, majoring in marketing in the year 2001. After pursuing a career as a marketing executive in a multinational company, she realized that an academic career has always been her passion and hence lead her on the path to pursue her MBA in her alma mater. She later plans to complete her Ph.D in Finance to achieve her dream of becoming a lecturer. Currently, she is attached to Dynamic Graphix, a graphic design company and hopes to maintain the personal dedication and hard work necessary to achieve even greater goals in the future.

MOTOROLA GOLD AWARD

Zaid Hassan bin Amin

Zaid Hassan Bin Amin holds a Bachelor of Management (Hons) degree majoring in Human Resources Management. He enrolled to the School of Management in 2005. He has been involved in the USM Football team for more than 2 years and represented USM both locally and internationally in various football games. Due to his outstanding achievement, he has been awarded the Half Color University Award for representing USM in football. Excel in both academic and sports, Zaid has recently been awarded the Motorola Gold Award 2008 and has been offered a job at the respective company. Currently, he is attached to Motorola Technoplex as a Manufacturing Supervisor.



CONGRATULATIONS... to all students graduating on the 38th USM Convocation

PhD: 10 DBA: 9 MBA: 70

Bachelor of Accounting : 120

Bachelor of Management : 314

DBA AWARD 2008

Susilawani bt Ayob

Susilawani Ayob is the recipient of DBA Award for the best DOCTOR OF BUSINESS ADMINISTRATION (DBA) degree student. She enrolled as a DBA full time candidate in 2005. Susilawani obtained her masters



degree from the University of Exeter, UK, specializing in Finance and Investment. She is currently attached to Universiti Teknologi Mara Perlis as a Lecturer in the same field of study. During her candidature, Susilawani has demonstrated incredible tenacity, perseverance, and resourcefulness in the completion of her study.

DEAN'S LIST AWARD 2007/2008 (DBA & MBA)

DEAN'S LIST AWARD-DBA

Susilawani bt Ayob

Adib Kheireddine

Wan Norhayate bt Wan Daud

DEAN'S LIST AWARD-MBA

Lalitha a/p Dhamotharan

Tay Say Hong

Eng Hong Ai

Punitharaja a/I Nadaraja

Keong Mei Ling

Choong Yin Er

Chuah Chai Winn

Lim Huck Kiam

Ong Sheau Ching

Lee Jun Ji

Lim Suet Ling

Low See Lene

Khoo Kah Kheng

Farah Ramlee

Hor So Chin

DEAN'S LIST AWARD (BACHELOR)

Dean's List Award—Semester 2, Academic year 2007/2008

Accounting

1st year 16

2nd year 26

3rd year 16

Final year 24

Management

1st year 23

2nd year 50

3rd year 89

RESEARCH GRANTS

Apart from the following grants, there are 21 RU niche area grants that focus on SMEs and incentive grants undertaken by the staff of the School of Management.

Fundamental Research Grant Scheme (FRGS)

No	Project Title	Researcher
1	The Fundamentals of Marketing: A Proposed Model	Dr Mahmod Sabri Haron
2	Brain Dynamics model in Detecting White Collar Crime Tendencies: An Exploratory Study in the Financial Institutions in Malaysia	Dr Noornina Md Dahlan
3	Towards An Institutional Performance Measurement Model of the Malaysian Local Government Authorities	Dr Siti Nabiha Abdul Khalid
4	Factors Contributing To Repatriates Adjustments To Home Country: A Study Of Repatriates' And Family Members' Adjustments To Home Country	Dr Anees Janee Ali @ Hamid
5	Determining The Relationship Between 'Green Attributes and Consumer's Behavior	AP Nabsiah Abdul Wahid
6	Time Diversification and Optimal Asset Allocation Decision Making	AP Datin Ruhani Ali
7	Online Recommendation System: The Potential and Possibilities of Word-of-Mouth on the Internet	AP Ramayah A/L Thurasamy
8	Towards an Indigenous Leadership Model in Malaysia: The Development of an EL Measure and Investigation of Its Utility in the Leadership Behaviour - Organizational Effectiveness Relationship	Dr Azura Abdullah Effendi
9	The Reasons Behind Malaysian Firms going International, their Market Choice and Performance: An Instrument Development and Validation	Prof Osman Mohamad
10	Societal Marketing (SM) Orientation from Islamic Perspective: Clarifying the Domain Construct and Model Proposition	Dr Norizan Mat Saad
11	What Turns You On: Neuropsychological Aspects of Managerial Learning and Decision Making	AP Zainal Ariffin Ahmad
12	Developing a Model of Receptivity to International Work	Dr Lilis Suriyanti Binti Abd Talib
13	Towards a Balanced Accounting Education: Structuring Teaching for Harnessing Intellectual and Emotional Intelligence	Dr Adeline Lau Hooi Ping

USM Short Term Grant

No	Project Title	Researcher
1.	Integrated Logistics Management: A Preliminary Framework	Pn, Noorliza Binti Karia
2.	Employer's Preference for Foreign Trained Graduates - Myth or Reality	Mr Quah Chun Hoo

External Grant

No	Project Title	Researcher	Sponsor
1	The Legacy of Malaysian Batik: Preservation Through Consumption	AP Ramayah a/l Thurasamy	Posco Tj Park Foundation
2	Expectation Gap of the Roles of Internal Auditor	Prof Hasnah Haron AP Ishak Ismail	Institute of Internal Auditors Malaysia

Research University Grant

No	Project Title	Researcher
1.	Extent of Knowledge Sharing Among Academicians: Modeling the Anti-Thesis of Sharing	AP Ramayah a/l Thurasamy
2.	Corporate Social Responsibility In Malaysia: Ontological And Epistemological Research Orientations In Building Theoretical Foundations	Dr Ellisha Nasruddin
3.	Environmental Management Audit Of Hotel Industry in Malaysia	Dr Siti Nabiha Abdul Khalid
4.	EEG Biofeedback And Mental Health: An Integrative Agenda	AP Zainal Ariffin Ahmad

ACTIVITIES OF THE SCHOOL



6th January 2008—Management week



28th January 2008—One of the Entrepreneurship WUS101 activities at Dataran Merah



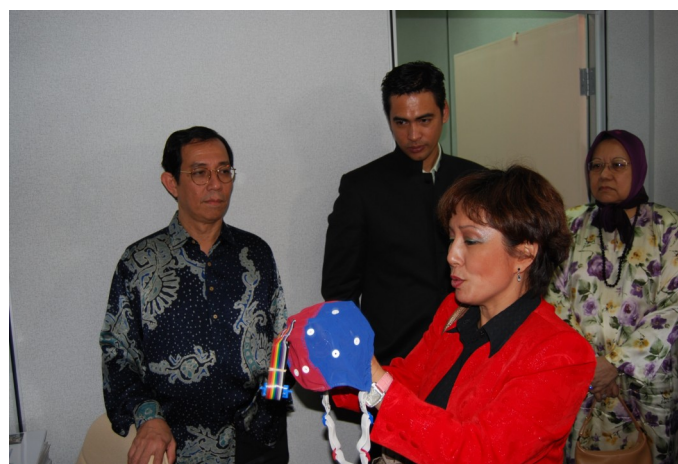
22nd-24th February 2008—Curriculum Review Workshop held at Bayview Resort Penang



11th March 2008—Retirement party for Mr. Zainol Che Mamat



25th March 2008—MOU with Universitas Bina Nusantara (UBINUS), Indonesia



27th March 2008—Datuk Dr Sheikh Muzaphar Shukor visited us during the Brain Awareness Week

ACTIVITIES OF THE SCHOOL



April 2008—Industrial Training briefing session for the final year students



15th May 2008—Farewell to Prof Dato' Daing Nasir Ibrahim before leaving for Universiti Malaysia Pahang as the Vice Chancellor



SCHOOL OF MANAGEMENT, UNIVERSITI SAINS MALAYSIA
20th GRADUATE COLLOQUIUM
16 - 17 JUNE 2008

16th-17th June 2008—20th Graduate Colloquium



1st July 2008—Welcoming new undergraduates to the School of Management



2nd July 2008—Welcoming new MBA candidates to the Advanced Management Centre



Viva Voce (Proposal defense)—A routine for all PhD and DBA candidates at the School of Management

STAFF MATTERS

Congratulations to Prof Hasnah Haron and Dr Sofri Yahya on their recent appointments



Prof Hasnah Haron

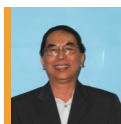
Prof Hasnah Haron has been appointed as the Acting Director of Advanced Management Centre (AMC) effective 16th May 2008 to March 2009. Her vacant post of Deputy Director of AMC (Academic) has been seated by Dr Sofri Yahya effective 1st July 2008 to 25th March 2009. The school wishes them well in their new roles and responsibilities.



Dr Sofri Yahya

The School of Management welcomes new faculty members:

Profesor Lai Yew Wah (Finance)



Dr Hooy Chee Wooi (Finance)

Dr Mohd Mahyudi Mohd Yusop (Finance)



Assoc Prof Hassan Ali (Accounting)

Dr Effiezal Aswadi Abdul Wahab (Accounting)



Dr Malliga a/p Marimuthu (Marketing)

Staff on sabbatical:

NO	NAME	DURATION	INSTITUTION
1	Dr Nizam bin Mat Saad	02.01.2008-02.01.2008	Auckland University, New Zealand
2	Assoc Prof Fauziah Md. Taib	15.06.2008-14.03.2009	Universiti Sains Malaysia
3	Assoc Prof Nabsiah Abdul Wahid	15.09.2008-14.02.2009	i) Kobe & Kyoto University (3 months) ii) Universiti Gadjah Mada, Indonesia (2 months)

Consultant for Kolej Profesional MARA

The School of Management through USAINS Holding has been appointed as consultant for Kolej Profesional MARA to develop a Diploma program on Integrated Logistics Management for their campus in Bandar Penawar Johor. This initiative is headed by Assoc Prof Suhaiza Hanim Dato' Mohamad Zailani.

Invitation from Universitas Bina Nusantara

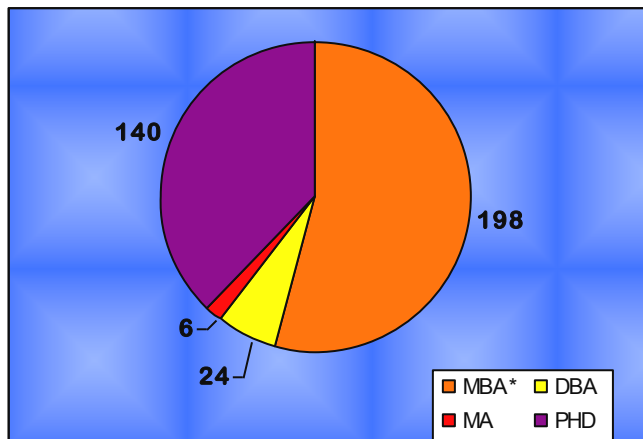
Universitas Bina Nusantara has invited Assoc Prof Yuserrie Zainuddin and Dr Azizah Omar to run a research methodology course from 20th to 24th August 2008. The university has also invited Dr Sofri Yahya to assist them in getting their Accounting program to be accredited by the professional bodies such as CIMA, ACCA, and CPA.

Sg. Sedim-Sg. Pinang Expedition 2008

Sg. Sedim - Sg. Pinang 2008 Expedition : Capacity Building for Youngsters - jointly organized by the School of Management and the School of Civil Engineering (co-chaired by Assoc Prof Nabsiah Abdul Wahid and Dr. Ismail Abustan) took place between 14-17 June 2008. The community project with the theme 'River is for Keeps' was funded by a RM20,000 and RM15,000 grants from USM and Suruhanjaya Kebangsaan UNESCO Malaysia (SKUM) respectively. Approximately 50 primary school students and five teachers from S.K. Pauh Jaya, from Permatang Pauh took part in the program. Amongst the main objectives of the expedition were to create a better understanding of environmental issues among the younger generation in the country and to promote USM, as a leading institution, that is serious about capacity building of potential Malaysians. The organizers were proud to collaborate with five other agencies i.e., Department of Irrigation and Drainage Malaysia (DID); Department of Forestry, Kedah; Perbadanan Bekalan Air P.Pinang; Department of Environment (DOE); and Botanical Garden, Penang in making the expedition a success.

MANAGEMENT UPDATES

Active Postgraduate Students 2008



*includes MBA (general), MBA (IB), and MBA (OMBA)

Partnership with Motorola

The School of Management Partnership with Motorola in the future involves:

- Executive Development Program
- Staff Attachment/Sabbatical/Joint Research
- Student Practical Training Program
- Best Student Awards

USM's Marketing Team make it to the final of L'Oreal Brandstorm

USM's School of Management marketing-major team was one of the five finalists for the 2008 L'Oreal Brandstorm business plan competition. They were shortlisted from a total of 137 teams that participated in the annual contest. The team analysed and presented their marketing plans for VICHY, one of L'Oreal's brand equities. They had to come up with a solid plan for a new protective sun care product range aimed specifically at teenagers and young adults. The event was held in April in Kuala Lumpur.



Graduate Night 2008

The School of Management will hold a Graduate Night on August 15, 2008 at the G Hotel to celebrate the achievement of all the School of Management's graduates. The event will allow the graduates to meet up with their colleagues and lecturers as well as successful former graduates to discuss issues that directly affect their future network and career.

Graduate colloquium

The school of management organizes the Graduate Colloquium twice a year, usually in the months of June and December. Among the activities organized are talks, workshops, students' progress reports and presentations and PhD Students' Club meeting. The attendance is compulsory for all research mode graduate students. The upcoming 21st edition of School of Management Graduate Colloquium will be held in December 2008.

Management week

Management week is an annual event organized in the month of January. The main purpose of this event is to provide an opportunity for the students to interact with the industry and to boost their soft skills. For this event, students are held responsible to organize the event with trivial supervision from the lecturers. During the last Management week, the students managed to invite more than 15 industry representatives from various companies; local and international.

Interaction Day

Interaction Day is an annual event conducted every year in August to welcome the new students. During this event, new students will be given an opportunity to address their concern. In addition, this is the chance for them to mingle with their seniors to obtain advices on academic as well as campus life.

Quizzes and Business Games

Apart from their study routine, students at the School of Management are also encouraged to participate in educational-related quizzes and business games. For the record, in 2007, our 2 students won the second prize of RM5000 in PNB Investment Games.

Students' Industrial Training

As a part of the degree program, students at the School of Management have to undergo an industrial training at the end of their degree program. During the last session, approximately 400 final year students went through the program with 11 supervisors appointed to supervise the students by visiting them at their practical training companies.

CONGRATULATIONS

SANGGAR SANJUNG AWARD



Assoc Prof Zainal Ariffin Ahmad was awarded "Anugerah Pendidik Sanjungan USM 2007-Kategori Pengajaran" on Malam Sanggar Sanjung 2007 that was held on 21st March 2008 in recognition of his distinguished achievement and contribution towards teaching and learning, relationship with students, scholarly distinction and expertise in field of specialization, as well as academic leadership. The award was presented by His Royal Highness, the Chancellor of USM, Tuanku Syed Sirajuddin Ibni Al-Marhum Tuanku Syed Putra Jamalullail. Dr Zainal is known for his relentless energy and passion in delivering lectures that are engaging and entertaining.

STAFF PROMOTIONS

Congratulations to the following staff on their recent promotions as Assoc Prof / Senior Lecturer:

1. Assoc Prof Nabsiah Abd Wahid
2. Dr Anees Janeer Ali
3. Dr Ellisha Nasruddin
4. Dr Phua Lian Khee
5. Dr Siti Nabiha Abdul Khalid
6. Tn Haji Noor Nasir Kader Ali
7. Tn Haji Yusof Hamdani Jalalludin
8. En Shahidan Shafie

LIST OF PHD AND DBA GRADUANDS OF THE 38TH USM CONVOCATION

The School of Management and the Advanced Management Centre would like to extend our heartiest congratulations to all "Drs" on their achievements. May these achievements will conjure more exciting and exhilarating endeavours in the making for themselves.

Doctor of Philosophy (PhD)

- 1 Abdul Rahman b Abdul Rahim
- 2 Ilhaamie binti Abdul Ghani Azmi
- 3 Iskandarsyah Madjid
- 4 Jakkurvudhi Chobpichien
- 5 Maznah bt Wan Omar
- 6 Mohd. Rizal b. Razalli
- 7 Nik Kamaruzaman b Awang Teh @ Hj. Abdulatiff
- 8 Norlida bt Kamaluddin
- 9 Norsiah bt Mat
- 10 Zahiruddin bin Ghazali

Doctor of Business Administration (DBA)

- 1 Adib Kheireddine
- 2 Che Supian Mohamad Nor
- 3 Dolhadi Zainudin
- 4 Mary Ann Harris
- 5 Mohd Faiz Hilmi
- 6 Nik Hasfizul Safuri Hassan
- 7 Ong Cheng Thin
- 8 Susilawani Ayob
- 9 Wan Norhayate Wan Daud

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Assoc Prof Yuserrie Zainuddin
Assoc Prof Zamri Ahmad

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