

# PJI EDGe

Volume 8



YEAR 2023

# PJI EDGe

**2023**

Volume 8

**25**  
TAMU  
1997-2024



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

**RESEARCH &  
INDUSTRIAL LINKAGES**



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# Foreword by Rector

Assalamualaikum Warahmatullahi Wabarakatuh and good day to everyone.

In the name of Allah, the Most Compassionate and Most Merciful,

First and foremost, I wish to extend my heartfelt congratulations to the Division of Research and Industrial Linkages (PJI) of UiTM Cawangan Melaka on their remarkable achievement in publishing the 8th Edition of the PJI EDGe 2023 Bulletin.

It is incontrovertible that PJI UiTM Cawangan Melaka steadfastly upholds its commitment to excellence, playing a pivotal role in advancing the success of UiTM Cawangan Melaka, particularly in the domains of research and community engagement. Furthermore, PJI UiTM Cawangan Melaka has executed a diverse array of programmes and initiatives, significantly contributing not only to the progress of UiTM Cawangan Melaka but also to the betterment of both local and global communities. Accordingly, this bulletin serves as an exemplary medium for chronicling the various achievements and successes attained by PJI UiTM Cawangan Melaka throughout 2023.

In conclusion, I would like to convey my deepest appreciation to all the diligent committee members who have devoted their efforts and commitment to the creation of this bulletin. I also extend my gratitude to all individuals who have contributed, either directly or indirectly, to its publication.

I extend my sincere wishes for continued success and prosperity to PJI UiTM Cawangan Melaka.

Thank you.

YBHG. PROFESSOR DATUK TS. DR. MOHD RASDI ZAINI

Rector

Universiti Teknologi MARA

Cawangan Melaka



# Foreword by Deputy Rector

In the name of Allah, the Most Compassionate and Most Merciful.

Assalamualaikum and greetings of peace and wonderful day to everyone,

I wish to extend my profound gratitude for the publication of the 8th Edition of the PJI EDGe 2023 Bulletin. This bulletin epitomises the collective efforts of numerous units within PJI UiTM Cawangan Melaka, including the Journal and Publication University (JPU) Unit, Research Management Unit (RMU), Industry, Community and Alumni Network (ICAN) Unit, and the Malaysia Academy of SME and Entrepreneurship (MASMED) Unit. These units undoubtedly play a pivotal role in establishing the foundation of PJI UiTM Cawangan Melaka.

The PJI EDGe 2023 Bulletin has reached its eighth edition since its inception in 2016. This bulletin has continuously evolved to provide invaluable insights into the endeavours undertaken by the JPU, RMU, ICAN, and MASMED units. Moreover, it serves as a significant repository for documenting all research initiatives and community-focused projects executed by PJI UiTM Cawangan Melaka, whilst also celebrating the accomplishments of the faculty throughout the calendar year 2023.

Hence, I would like to convey my heartfelt congratulations and deepest appreciation to all the dedicated staff members at PJI. I would like to specifically commend the PJI EDGe Bulletin Committee for their exemplary efforts in successfully bringing this bulletin to fruition. May the divine entity recognise and bestow abundant blessings upon your virtuous endeavours.

Thank you.

ASSOCIATE PROFESSOR DR. NUR HAYATI ABD RAHMAN  
Deputy Rector (Research and Industrial Linkages)  
Universiti Teknologi MARA  
Cawangan Melaka





# Editorial Board

ASSC. PROF. DR. NUR HAYATI ABD RAHMAN

DR. KHAIRUNNISA ABD SAMAD

DR. WAN MUSYIRAH BINTI WAN ISMAIL

NOR MASLIA RASLI SAMUDIN

NURHAFIZAH MOHD ZOLKAPLI

FARAH SHAZLIN JOHARI

SITI NORASHIKIN BASHIRUN

DR. IRFAH NAJIHAH BASIR MALAN



# JPU

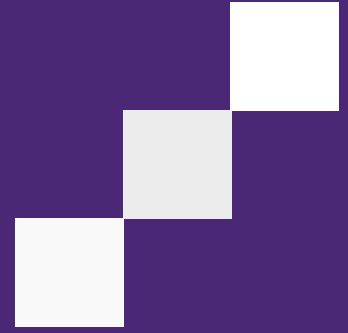
JOURNAL AND PUBLICATION UNIVERSITY





# ABOUT JPU

## JOURNAL AND PUBLICATION UNIVERSITY



The Unit of Journal and University Publications (JPU) was established in 2015, following the re-structuring of the PRISMa Unit. The main functions of JPU are to manage the lecturers' scholarly publications, and the periodical publications by Research and Industrial Linkages Department.

There are four sub-units in JPU, namely:

- Bulletin
- Journal & Conference
- Data Publication
- Indexed Publication

The main objectives of JPU are:

- To cultivate a writing and publishing culture among the lecturers.
- To coordinate scholarly programs organized by the faculties or campus.
- To improve the authorship quality of lecturers.
- To analyse publications data among lecturers.

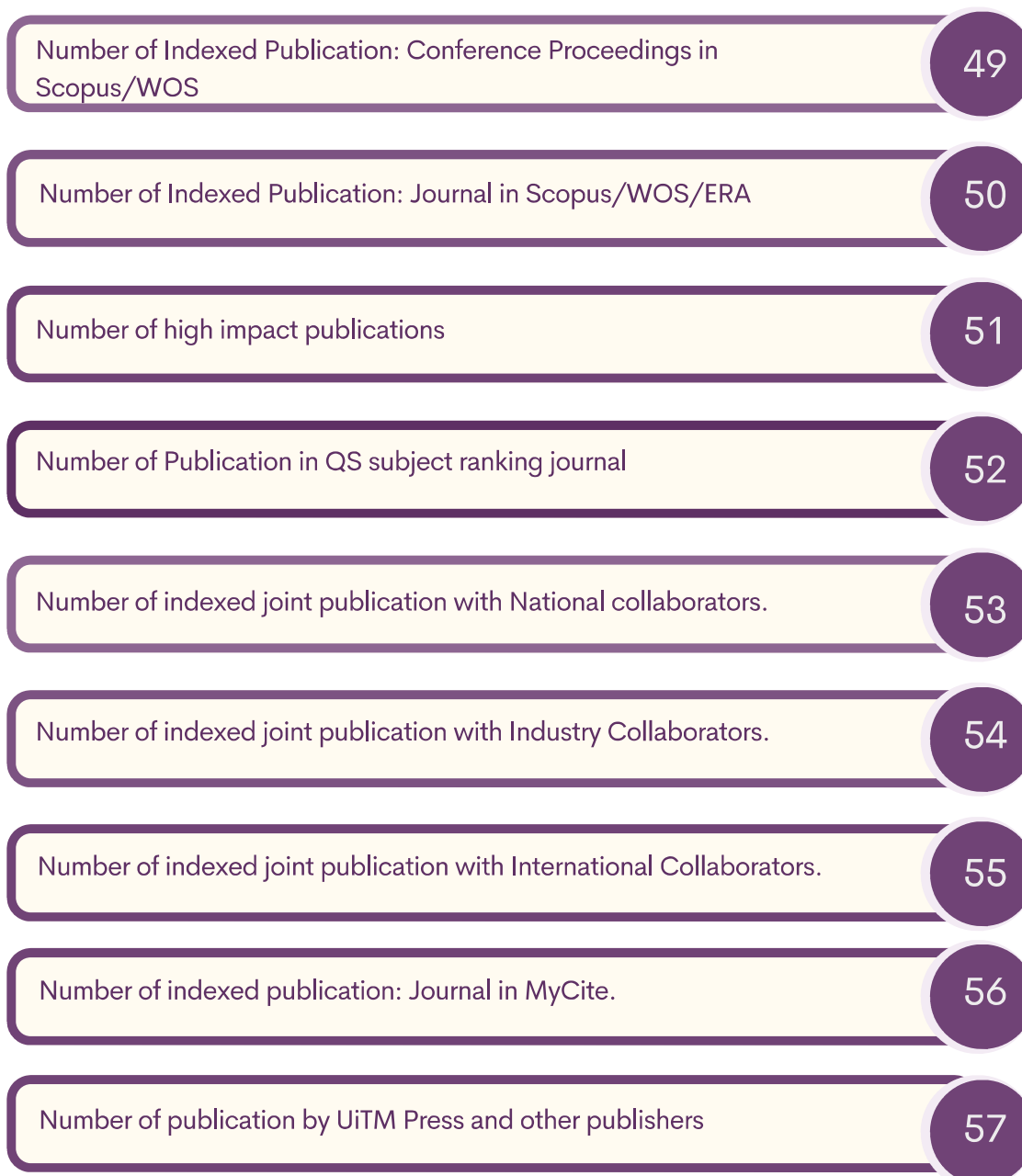
The main responsibilities of JPU:

- To conduct training or workshops that are related to scholarly publications.
- To verify records entered by lecturers in the PRIME system.
- To manage the publication process of PJI EDGE.
- To organize and coordinate conferences, seminars or symposiums.
- To manage the allocation of subsidies and incentive for indexed publications.



# PERFORMANCE INDICATOR (PI)

## 2023



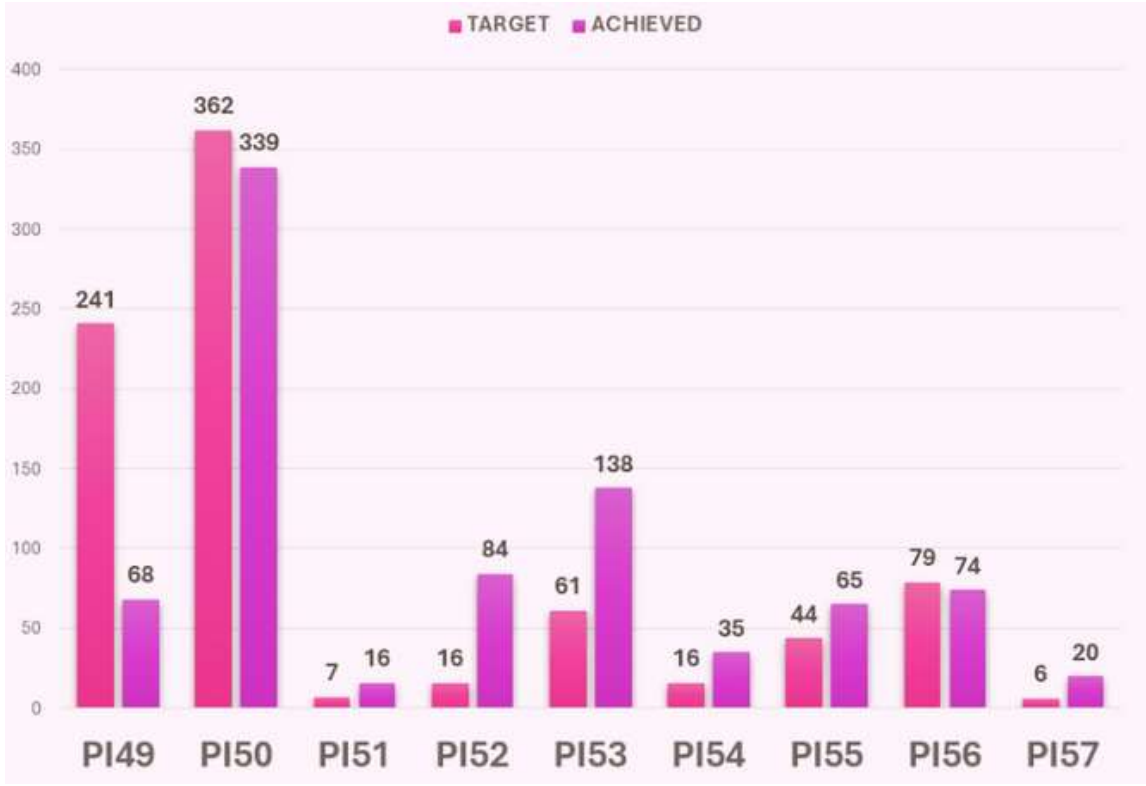
# PERFORMANCE INDICATOR (PI) 2023

PI NO



# PERFORMANCE INDICATOR (PI)

# 2023



# SUMMARY OF INDEXED PUBLICATION FOR YEAR 2023



## SUMMARY OF TOTAL PUBLICATION BY FACULTY FOR YEAR 2023

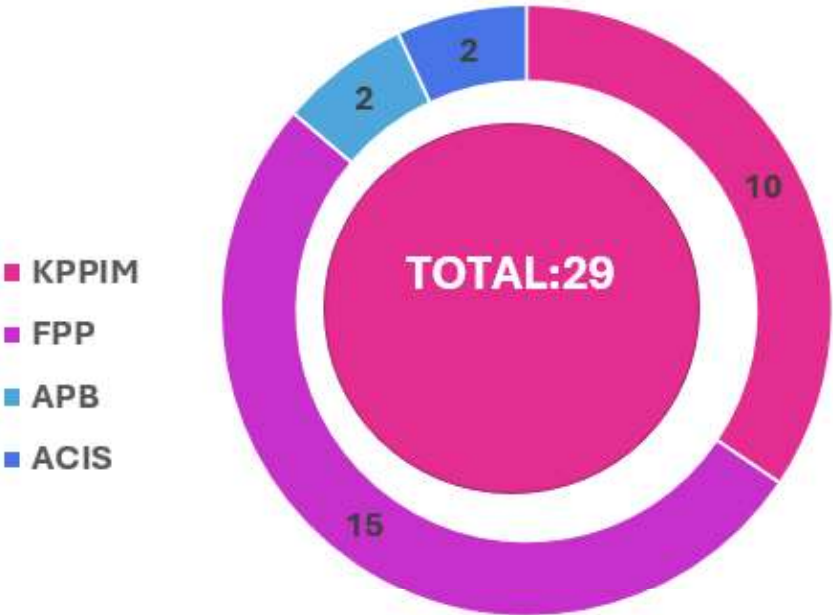
<b><i>FACULTY/DEPARTMENT</i></b>	<b>TOTAL</b>
<b><i>FPN</i></b>	<b>129</b>
<b><i>KPPIM</i></b>	<b>324</b>
<b><i>KPSK</i></b>	<b>121</b>
<b><i>FKPM</i></b>	<b>102</b>
<b><i>FPHP</i></b>	<b>47</b>
<b><i>FPP</i></b>	<b>632</b>
<b><i>APB</i></b>	<b>157</b>
<b><i>ACIS</i></b>	<b>128</b>
<b><i>JUU</i></b>	<b>26</b>





# TOTAL HIGH INDEXED PUBLICATION (Q1/Q2) BY FACULTY FOR YEAR 2023

TOTAL HIGH INDEXED PUBLICATIONS Q1/Q2



# LIST OF HIGH INDEXED PUBLICATION (Q1/Q2) BY FACULTY FOR YEAR 2023

- PUJIATI, A., YANTO, H., DWI HANDAYANI, B., RIDZUAN, A. R., BORHAN, H., & SHAARI, M. S. (2023). THE DETRIMENTAL EFFECTS OF DIRTY ENERGY, FOREIGN INVESTMENT, AND CORRUPTION ON ENVIRONMENTAL QUALITY: NEW EVIDENCE FROM INDONESIA. *FRONTIERS IN ENVIRONMENTAL SCIENCE*, 10, 1074172.
- SABRI, N., HAMED, H. N. A., IBRAHIM, Z., IBRAHIM, K., ISA, M. A., & DIAH, N. M. (2022). THE HYBRID FEATURE EXTRACTION METHOD FOR CLASSIFICATION OF ADOLESCENCE IDIOPATHIC SCOLIOSIS USING EVOLVING SPIKING NEURAL NETWORK. *JOURNAL OF KING SAUD UNIVERSITY-COMPUTER AND INFORMATION SCIENCES*, 34(10), 8899-8908.
- KOE, W. L., & WULANDARI, R. (2023). RELATIONSHIPS AMONG OWNER-MANAGER CHARACTERISTICS, E-COMMERCE ADOPTION AND PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES (SMES) IN MALAYSIA. *E-COMMER. ADOPT. PERFORM. SMALL MEDIUM ENTE'*, 10(JANUARY).
- ABAS, S. A., ISMAIL, N., ZAKARIA, Y., ISMAIL, I., MAT ZAIN, N. H., YASIN, S. M., ... & CHINNAYAH, T. (2023). A GAMIFIED REAL-TIME VIDEO OBSERVED THERAPIES (GRVOTS) MOBILE APP VIA THE MODIFIED NOMINAL GROUP TECHNIQUE: DEVELOPMENT AND VALIDATION STUDY. *JMIR SERIOUS GAMES*, 11, E43047.
- RAHIM, N. Z. A., BAHARI, N. N., AZZIMI, N. S. M., ZAMZURI, Z. H., BAHALUDIN, H., MOHAMMAD, N. F., & RAZAK, F. A. (2023). COMPARING FRIENDS AND PEER TUTORS AMIDST COVID-19 USING SOCIAL NETWORK ANALYSIS. *MATHEMATICS*, 11(4), 1053. DEVELOPMENT AND VALIDATION STUDY. *JMIR SERIOUS GAMES*, 11, E43047.
- RIZA, L. S., FIRDAUS, Y., SUKAMTO, R. A., WAHYUDIN, & ABU SAMAH, K. A. F. (2023). AUTOMATIC GENERATION OF SHORT-ANSWER QUESTIONS IN READING COMPREHENSION USING NLP AND KNN. *MULTIMEDIA TOOLS AND APPLICATIONS*, 82(27), 41913-41940.

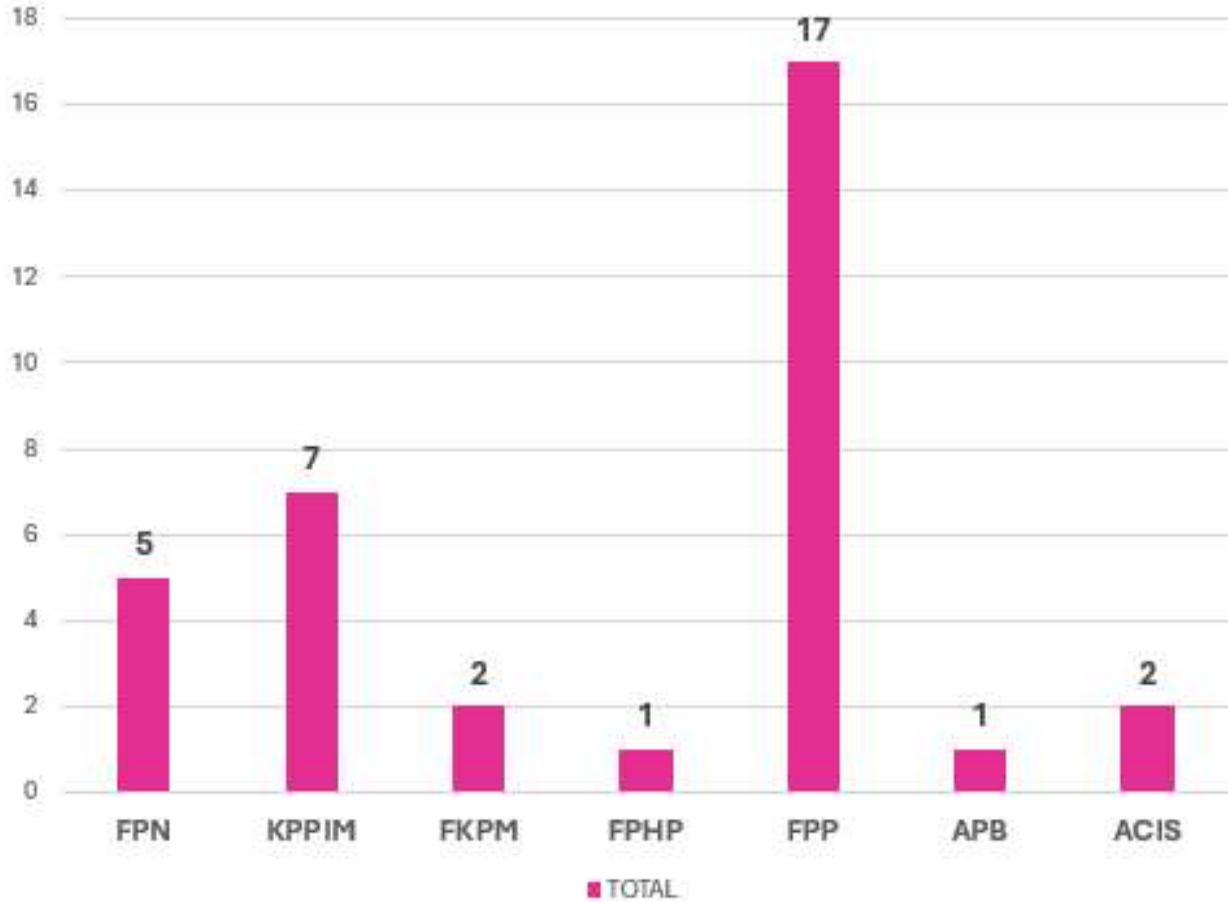


# LIST OF HIGH INDEXED PUBLICATION (Q1/Q2) BY FACULTY FOR YEAR 2023

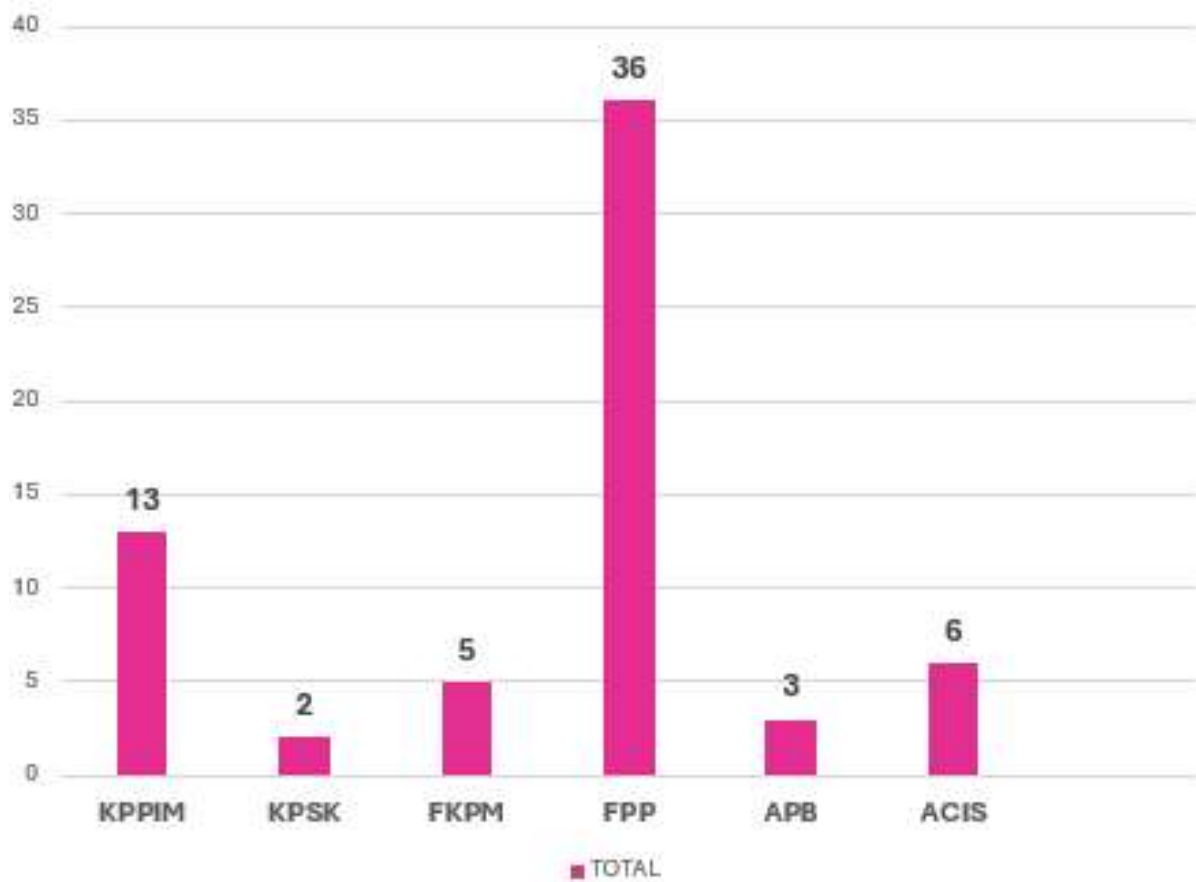
- MURIDAN, N. D., RASUL, M. S., YASIN, R. M., NOR, A. R. M., RAUF, R. A. A., & JALALUDIN, N. A. (2023). CAREER PLANNING INDICATORS OF SUCCESSFUL TVET ENTREPRENEURS. *SUSTAINABILITY*, 15(8), 6629.
- YEO, S. F., TAN, C. L., LEONG, I. Y. C., PALMUCCI, D. N., & THEN, Y. J. (2023). SUPPLEMENTS PURCHASE INTENTION: YOUNG CONSUMER'S PERSPECTIVE. *BRITISH FOOD JOURNAL*, 125(7), 2610-2627.
- LAILA, N., RATNASARI, R. T., ISMAIL, S., HIDZIR, P. A. M., & MAHPHOTH, M. H. (2022). THE INTENTION OF SMALL AND MEDIUM ENTERPRISES' OWNERS TO PARTICIPATE IN WAQF: THE CASE OF MALAYSIA AND INDONESIA. *INTERNATIONAL JOURNAL OF ISLAMIC AND MIDDLE EASTERN FINANCE AND MANAGEMENT*, 16(3), 429-447.
- HIDAYAH, K., MAHPHOTH, M. H., BACHRI, S., & RAMADHITA. (2023). WELFARE STATE-BASED AGRICULTURAL POLICIES IN MALAYSIA. *COGENT SOCIAL SCIENCES*, 9(1), 2241261.
- RIZA, L. S., ZAIN, M. I., IZZUDDIN, A., PRASETYO, Y., HIDAYAT, T., & SAMAH, K. A. F. A. (2023). IMPLEMENTATION OF MACHINE LEARNING IN DNA BARCODING FOR DETERMINING THE PLANT FAMILY TAXONOMY. *HELIYON*, 9(10).
- WOŹNIAK, M., MATEJUN, M., AZMI, F. R., MIOR HARUN, M. H., & HAMZAH, F. (2023). TECHNOLOGY TRANSFER CENTERS AS SUPPORT INSTRUMENTS FOR SMES—COMPARATIVE ANALYSIS OF POLAND AND MALAYSIA. *SUSTAINABILITY*, 15(22), 15814.



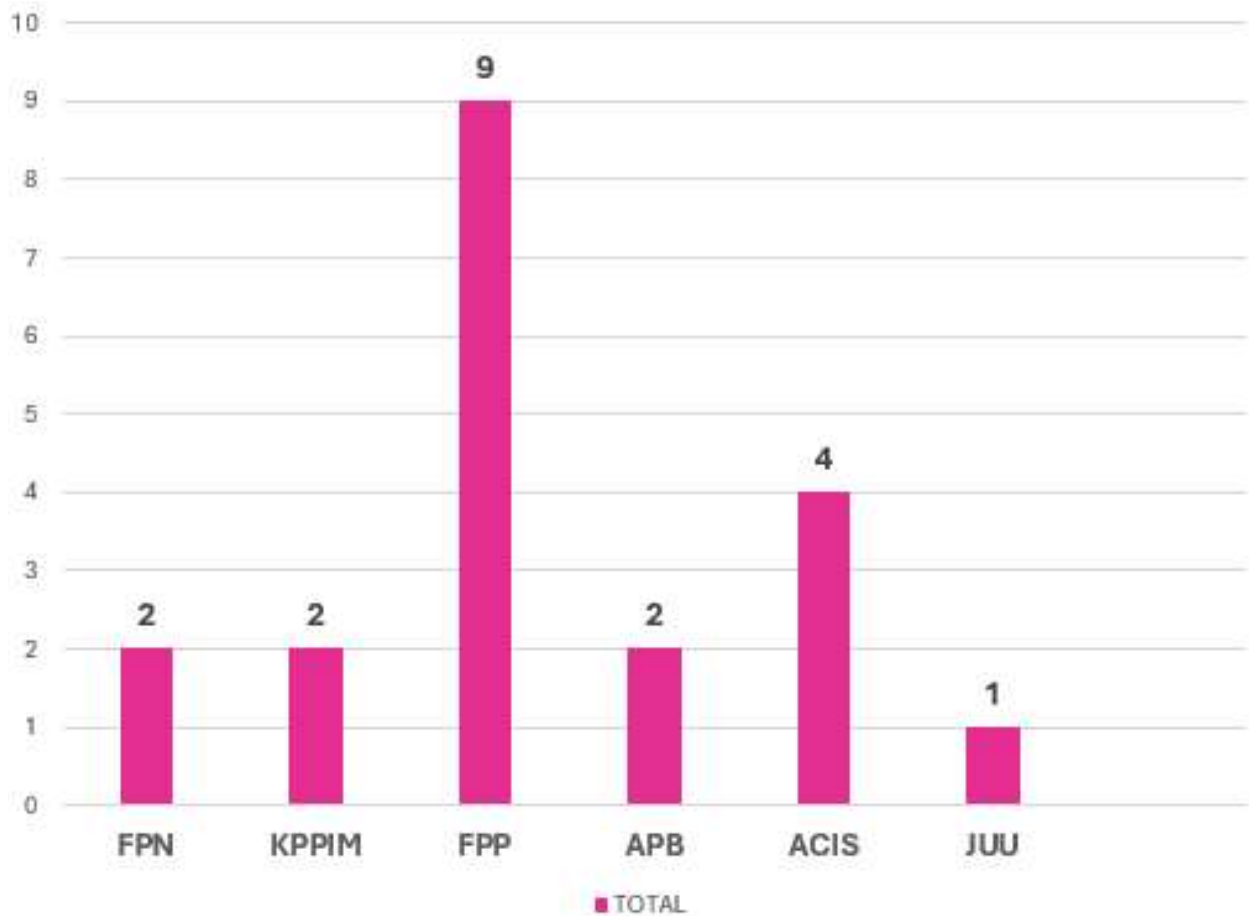
# TOTAL INDEXED JOINT PUBLICATION WITH INDUSTRY COLLABORATORS BY FACULTY FOR YEAR 2023



# TOTAL INDEXED JOINT PUBLICATION WITH INTERNATIONAL COLLABORATORS BY FACULTY FOR YEAR 2023



# TOTAL PUBLICATION BY UITM PRESS AND OTHER PUBLISHERS BY FACULTY FOR YEAR 2023







## The Activities

The event kicked off with an engaging ice-breaking activity, fostering camaraderie and teamwork among the participants. This set a positive tone for the productive discussions that followed. On the second day, attendees engaged in comprehensive discussions about the strategic plans for 2024, with each unit presenting their strategies and goals to align with the overarching vision of UiTM Cawangan Melaka. These presentations outlined the upcoming programs scheduled for the year, providing valuable insights into the future direction of the institution. The event concluded with a festive dinner featuring a "Rock & Roll" theme for a gift exchange, adding a light-hearted and celebratory atmosphere. On the final day, participants enjoyed a well-deserved break by exploring the scenic surroundings of Johor Bahru, providing a relaxing end to the intensive discussions and planning sessions.

## The Goal

From November 15th to 17th, 2023, the Mesyuarat Perancangan Strategik Bahagian Penyelidikan dan Jaringan Industri (BPJI) 2024 was held at the prestigious Holiday Inn Express & Suites, with great enthusiasm and participation. Prof. Madya Dr. Nur Hayati Abd Rahman, Deputy Rector (Research and Industrial Linkages) of UiTM Cawangan Melaka, graced the event with her presence, adding to its importance. The main goal of this program was to engage in reflective discussions about the performance of UiTM Cawangan Melaka, particularly concerning their performance indicators (PI). The discussions included participation from four units within BPJI: RMU (Resource Management Unit), JPU (University Journal and Publication), MASMED (Entrepreneurship), and ICAN (Industry, Community, Alumni, and Network).



## Success

The Mesyuarat Perancangan Strategik BPJI 2024 was a great success, accomplishing its objective of promoting strategic thinking and collaboration among the different units of UiTM Cawangan Melaka. 28 papers were successfully completed and have been approved by the Deputy Rector of PJI, Prof Madya Dr. Nur Hayati Abd Rahman. Participants left the event feeling inspired and motivated to contribute to the institution's future goals and aspirations.

### AUTHORS:

WAN MUSYIRAH BINTI WAN ISMAIL, NUR HAYATI ABD RAHMAN,  
KHAIRUNNISA ABD SAMAD, NOR MASLIA RASLI SAMUDIN,  
NURHAFIZAH MOHD ZOLKAPLI, FARAH SHAZLIN JOHARI,  
SITI NORASHIKIN BASHIRUN, IRFAH NAJIHAH BASIR MALAN



# JPU ACTIVITY YEAR 2023

**Bengkel 1. Bengkel Tatacara Mendaftar Di Google Scholar, PUBLONS, SCOPUS, WOS Kolaborasi Bersama PTAR**

**2  
Feb**

**Penerbitan Berimpak Tinggi: "How To Get Published In High Impact Journal"**

**2  
Mar**

**Bengkel Penulisan Artikel Secara Intensif/ Coaching 2 Hari Penulisan/Penerbitan WOS/SCOPUS (Bidang S&T).**

**20-21  
Mar**

**Virtual Conference On Melaka International Social Sciences, Science And Technology (MIC3ST) 2023**

**23-24  
May**



# JPU ACTIVITY YEAR 2023

**Penulisan Artikel Secara Intensif/Coaching 2 Hari  
Penulisan/Penerbitan WOS/SCOPUS (Bidang  
S&S).**

**29-30  
May**

**Bibliometric Analysis 1 Day Workshop**

**21  
Jun**

**Bengkel Tatacara Portal for Research And  
Innovation Management (PRIME)**

**6  
Sep**

**Writing Series: 2 Days Boot Camp Writing On  
Indexed Journal**

**7-8  
Sep**



# JPU ACTIVITY YEAR 2023

**BENGKEL TATACARA MENDAFTAR DI GOOGLE SCHOLAR, SCOPUS, WOS & ORCID ID**

Anjuran:  
Unit Jurnal Dan Penerbitan Universiti (JPU),  
Bahagian Penyelidikan Dan Jaringan Industri (PJI) UITM Cawangan Melaka dengan kerjasama Perpustakaan Tun Abdul Razak (PTAR) UITM Cawangan Melaka

**KHAMIS  
2 FEBRUARI 2023**  
9:00 pagi - 11:00 pagi

**WEBEX**

<https://tinyurl.com/559bzyh8>

**MODERATOR**  
DR. RABIAH AHMUDIN  
(Pensyarah Kanan)  
Penyelaras Data Penerbitan,  
Unit Jurnal Penerbitan Universiti (JPU),  
Bahagian Penyelidikan & Jaringan Industri,  
UITM Cawangan Melaka

**PENCERAMAH**  
CIK HAZLIM IBRAHIM KHAN  
Pustakawan Kanan  
PTAR UITM  
Cawangan Melaka




**BENGKEL PENERBITAN BERINDEKS:  
"HOW TO GET PUBLISHED  
IN INDEXED JOURNAL  
(SCOPUS/WOS/ERA)  
FOR BEGINNER"**

**2 MAC  
2023  
KHAMIS**     **2.30PTG  
SEHINGGA  
5.00PTG**     **LIVE  
WEBEX  
CISCO**

**Penceramah**  
PROFESOR MADYA DR. MOHD HAFIZ MOHD MANAFI  
TUGASAN DEKAN (PENYELIDIKAN DAN JARINGAN INDUSTRI)  
Fakulti Pengurusan Hotel dan Pelancongan  
UITM Cawangan Selangor Kampus Puncak Alam  
Selangor

**Majlis Penyelidikan dan Penerbitan Universiti,  
Bahagian Penyelidikan dan Jaringan Industri (PJI)  
Universiti Teknologi MARA Cawangan Melaka**

**Dengan Kerjasama**  
Unit Co-Operation Affairs and Academic Development (UCAAD)  
Bahagian Hal Ehwal Akademik  
Universiti Teknologi MARA Cawangan Melaka



**BENGKEL PENULISAN ARTIKEL SECARA INTENSIF  
JURNAL WOS/SCOPUS (BIDANG S&T)**

**2023**

**TS. DR. KHYRINA AIRIN FARIZA ABU SAMAH**  
PENCERAMAH

**TS. DR. NURUL HIDAYAH MAT ZAIN**  
FASILITATOR (MULTIMEDIA)

**DR. RASEEDA HAMZAH**  
FASILITATOR (IMAGE PROCESSING)

**TS. DR. EDZREENA EDZA ODZALY**  
FASILITATOR (SOFTWARE ENGINEERING)

**TS. DR. ALYA GEOGIANA BUJA**  
FASILITATOR (NETWORK)

**IMBAS KOD QR UNTUK PENDAFTARAN**

**20 & 21 MAC 2023  
8:00 AM - 5:00 PM**

**BILIK SEMINAR ARAS 1  
PERPUSTAKAAN K2M**

Anjuran:  
KOLEJ PENGAJIAN PENCKOMPUTERAN, INFORMATIK DAN MEDIA  
DAN UNIT JURNAL DAN PENERBITAN UNIVERSITI  
BAHAGIAN PENYELIDIKAN DAN JARINGAN INDUSTRI  
UITM CAWANGAN MELAKA.

Dengan kerjasama  
UNIT HAL EHWAL KURKULUM DAN PEMBANCUNAN AKADEMIK



**MIG3ST 2023**  
MILAKA INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES, SCIENCE AND TECHNOLOGY

**CALL FOR PAPERS**

**CONFERENCE TRACK**  
SOCIAL SCIENCES  
SCIENCE AND TECHNOLOGY

**REGISTRATION FEES**  
LOCAL / INTERNATIONAL     RM 300  
FACULTY

All accepted papers will be published in Mig3st journal

**IMPORTANT DATES**

CALL FOR PAPERS     1 FEBRUARY 2023

CALL PAPER DEADLINE     15 MAY 2023 (EXTENDED)

PAYMENT & REGISTRATION     15 MAY 2023

CONFERENCE     23 - 24 MAY 2023

**Virtual Conference**  
23 & 24 MAY 2023  
MELAKA, MALAYSIA

Organized by  
Division of Research & Industrial Linkages  
UITM Lawang Petai, Jalan Air Putih  
84000 Jasin, Johor, 78000 Alor Gajah  
Melaka, MALAYSIA

Co-Organizers






# JPU ACTIVITY YEAR 2023


  
**Workshop**  
**NULISAN/PENERBITAN**  
**TIKEL WOS/SCOPUS SECARA INTENSIF**  
**[MENDAPATKAN SAHABAT SAINS SOSIAL]**

21-30  
 2023  
 SELASA

8.00PG  
 HINGGA  
 5.00PTG

LEVEL 7  
 AUDITORIUM  
 KBM

Organized by  
 Unit Jurnal dan Penerbitan Universiti (JPU),  
 Bahagian Penyelidikan dan Jaringan Industri (PJI)  
 UiTM Cawangan Melaka

In collaboration with  
 Unit for Curriculum Affairs and Academic Development (UCAAD)  
 Bahagian Haluan, Akademik, dan Penyelidikan (BHAAP) UiTM Cawangan Melaka

UCAAD TIMES


  
**Webinar**  
**BIBLIOMETRIC ANALYSIS**  
**WORKSHOP**

21 JUNE  
 2023  
 WED

2.30PM  
 TO  
 5.30PM

LIVE  
 WEBEX  
 CISE

**Invited Speaker**  
**ASSOC. PROF. DR. SHAJIZA ALWI**  
 Senior Lecturer, School of Accounting and Finance  
 Taylor's University, Lakeside Campus

**Moderator**  
**DR. MUHAMMAD SYUKRI ABDULLAH**  
 Senior Lecturer, Faculty of Business and Management  
 Universiti Teknologi MARA Cawangan Melaka

Organized by  
 Unit Jurnal dan Penerbitan Universiti (JPU),  
 Bahagian Penyelidikan dan Jaringan Industri (PJI)  
 UiTM Cawangan Melaka

In collaboration with  
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 Bahagian Haluan, Akademik, dan Penyelidikan (BHAAP) UiTM Cawangan Melaka

UCAAD TIMES


 Cawangan Melaka  
**UNIVERSITI  
 TEKNOLOGI  
 MARA**

UCAAD TIMES  
 UTM  
 PTAR

**BENKEL TATACARA**  
**PORTAL FOR**  
**RESEARCH AND**  
**INNOVATION**  
**MANAGEMENT**  
**(PRIME)**

**6 SEPTEMBER 2023**  
**RABU**  
**9:00 - 11:00 PAGI**  
**WEBINAR ATAS TALIAN**


**WEBEX**


  
 SCAN ME

<https://tinyurl.com/5n8hkkk>

**Penceramah:**  
 Cik Hazlin Ibrahim Khan  
 Pustakawan Kanan PTAR  
 UiTM Cawangan Melaka

**Moderator:**  
 Dr. Raihah Aminuddin  
 Penyelaras Data Penerbitan  
 Unit JPU, Bahagian PJI  
 UiTM Cawangan Melaka

**Anjuran:**  
 Unit Jurnal Dan Penerbitan Universiti (JPU),  
 Bahagian Penyelidikan Dan Jaringan Industri (PJI) UiTM Cawangan  
 Melaka dengan kerjasama Perpustakaan Tun Abdul Razak (PTAR)  
 UiTM Cawangan Melaka


  
**Workshop**  
**2-DAYS BOOT CAMP WRITING**  
**ON INDEXED JOURNAL**

7-8 SEPT  
 2023  
 THU-FRI

8.00AM  
 TO  
 5.00PM

MINI AUDI  
 LEVEL 7  
 KBM



**Invited Speaker**  
**PROF. DR. FADZLAN BIN SUFIAN**  
 Professor, Faculty of Business and Management  
 Universiti Teknologi MARA Cawangan Melaka

Organized by  
 Unit Jurnal dan Penerbitan Universiti (JPU),  
 Bahagian Penyelidikan dan Jaringan Industri (PJI)  
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 Bahagian Haluan, Akademik, dan Penyelidikan (BHAAP) UiTM Cawangan Melaka

UCAAD TIMES



# RMU

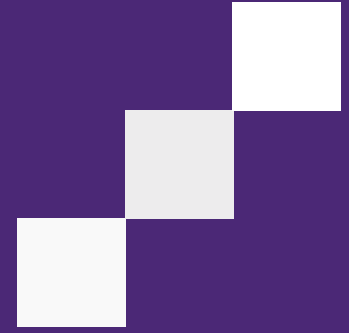
RESEARCH MANAGEMENT UNIT





# ABOUT RMU

## RESEARCH MANAGEMENT UNIT



Research Management Unit (RMU) is one of the main units under the Division of Research and Industrial Linkages.

There are six main sub-units under RMU:

- 1.Grants
- 2.Research ethics
- 3.MyRA
- 4.Special Interest Group (SIG)
- 5.Innovation
- 6.Reporting

### **Grants**

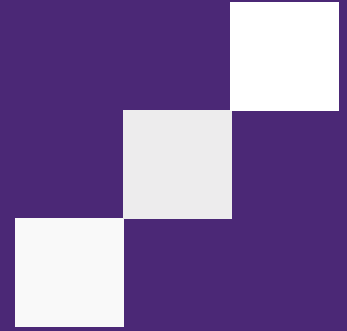
This unit is set up to encourage and facilitate research activities through organizing training programmes, sharing sessions and coordinating internal resources to support the research activities. This unit actively shares any information and updates regarding the opening of grant applications from any organisation. Moreover, this unit also organizes yearly internal assessment workshops to help the lecturers polish their Fundamental Research Grant Scheme (FRGS) applications.

### **Research Ethics**

This unit is responsible to safeguard the rights, safety and well-being of human research participants, provide timely, comprehensive and independent review of the ethics of proposed studies and ensure that the research complies with existing laws and regulations. The responsibility of the BREC includes, but is not limited to the approval/disapproval, amendment or termination of studies which do not conform to the standard guidelines.

# ABOUT RMU

## RESEARCH MANAGEMENT UNIT



### **MyRA**

The management and recording of data and information gathered by researchers at UiTM Cawangan Melaka is within the purview of this organisational unit. While preparing for the MyRA evaluation that will take place at UiTM Shah Alam, it is the responsibility of this unit to organise the information that comes from each and every unit at UiTM Cawangan Melaka.

### **Special Interest Group (SIG)**

This unit is responsible to assist any lecturers who wish to set up the special interest group (SIG). It helps with the submission process and monitor the status for each SIG submission with the Research Management Centre in Shah Alam. The establishment of SIG at each faculty level will help to enliven the research activities and produce more publications of research work.

### **Innovation**

The main activity under this unit is to organize the Melaka International Intellectual Exposition (MIIEEx), which is an innovation competition. Apart from that, this unit is also responsible for identifying and selecting several innovation related workshops are held with the purpose of communicating important information regarding the procedures and documents needed in applying for the IP.

### **Reporting**

This unit is responsible for collecting information from every unit in RMU and preparing report using slides/Canva as to disseminate using official social media in UiTM Cawangan Melaka such as Facebook and YouTube.

# SUMMARY OF GRANTS FOR YEAR 2023

INTERNAL GRANT

RM277,200

NATIONAL GRANT

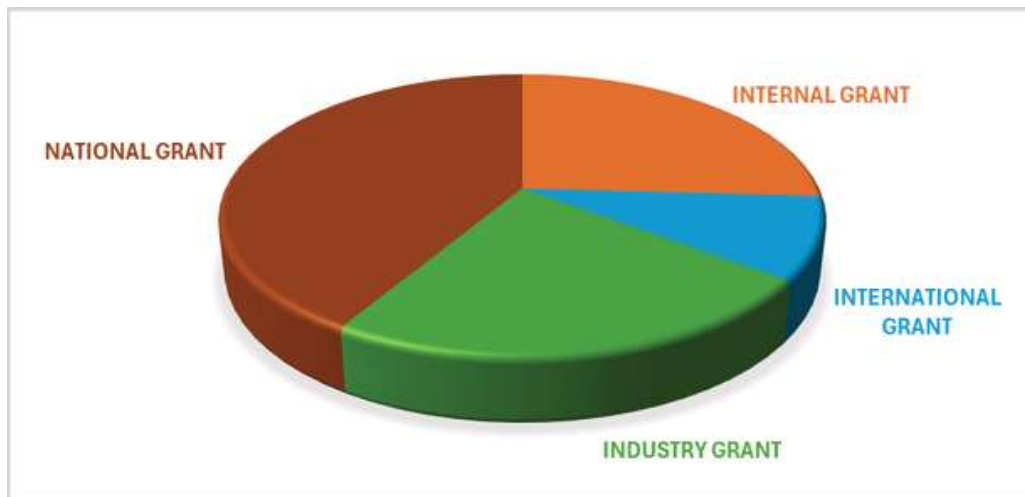
RM443,727

INDUSTRY GRANT

RM249,000

INTERNATIONAL  
GRANT

RM101,026



# INTERNAL GRANT

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- **GERAN PENYELIDIKAN MYRA (GPM)**



TITLE	LEADER	FINANCING AGENCY	COST (RM)
THE BANKRUPTCY PUZZLE: DEVELOPING AN EFFECTIVE CONSUMER BANKRUPTCY PREDICTION MODEL USING MACHINE LEARNING APPROACH	DR. AQILAH NADIAH BINTI MD SAHIQ	MYRA RESEARCH GRANT	10,000.00
A NEW 5.0 TANIPRENEUR TVET RECRUITMENT MODEL OF LABOUR MARKET IN AGRICULTURAL SECTOR: ADDRESSING FOOD SECURITY AND POVERTY IN MALAYSIA	DR. INTAN MAIZURA BINTI ABDUL RASHID@ABDUL HALIM	MYRA RESEARCH GRANT	10,000.00
READINESS OF THE WORKFORCE EXAMINING ECTHICAL FINANCIAL BEHAVIOR AMONG UNDERGRADUATE	DR. MOHD HAFIZ BIN BAKAR	MYRA RESEARCH GRANT	10,000.00
A HEURISTICS ASPECT-BASED EXTRACTION FOR SIDE EFFECTS RECOGNITION IN MEDICAL REVIEWS	NURULHUDA BINTI ZAINUDDIN	MYRA RESEARCH GRANT	20,000.00

# INTERNAL GRANT

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- **GERAN INSENTIF PENYELIAAN (GIP)**



TITLE	LEADER	FINANCING AGENCY	COST (RM)
REFERENCE MODEL FOR BRING YOUR OWN DEVICE SECURITY POLICY IN MALAYSIA INSTITUTIONS OF HIGHER LEARNING	TS. DR. ALYA GEOGIANA BINTI BUJA	GIP	24,000.00
PROFILING INSTRUCTIONAL DESIGN FRAMEWORK FOR MALAYSIAN DEAF STUDENT'S INTERACTIVE MULTIMEDIA TEACHING AID	PM. DR. AZAHAR BIN HARUN	GIP	21,600.00
DERIVATION OF CONFIDENCE LEVEL ASSESSMENT ALGORITHM (CLAA) IN PREDICTING STUDENTS' PERFORMANCE USING INTELLIGENT TUTORING SYSTEM APPROACHES	TS. DR. KHYRINA AIRIN FARIZA BINTI ABU SAMAH	GIP	21,600.00



# INTERNAL GRANT

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- **DANA DALAM NEGARA (DDN)**



TITLE	LEADER	FINANCING AGENCY	COST (RM)
BAGAIMANA KEBERKESANAN TEKNOLOGI MULTIMEDIA MENINGKATKAN KEMAHIRAN DEBATT BAGI MENCAPAI SKOR PELAJAR SEMASA PELAKSANAAN STRUCTURED ASSESSMENT MECHANISM (SAM) TERHADAP PEMBELAJARAN BAHASA ASING?	DR. IJLAL BINTI SAJA@MEARAJ	DANA DDN	5,000
THE EFFECTIVENESS OF PODCAST AS NEW MEDIUM LEARNING	PM. DR. ABDUL RAUF BIN RIDZUAN	DANA DDN	5,000
DEVELOPING A SUSTAINABLE SISWAPRENEUR FRAMEWORK BASED ON THE MALAYSIA ENVIRONMENT OF ECONOMIC	AIDA NUR BINTI MOHD KODRI	DANA DDN	5,000
THE OMMI-CHANNEL CONTINIUM: INTERGRATING ONLINE AND OFFLINE CHANNELS ALONG THE GROCERY'S CONSUMER DECISION MAKING IN MALAYSIA	DR. NORNAJIHAH NADIA BINTI HASBULLAH	DANA DDN	5,000
LEARNING THROUGH PLAY: LEARNERS' USABILITY, EXPERIENCE AND ENGAGEMENT IN BOARD GAME USING MEEGA+ ASSESSMENT MODEL	NORRAEFFA BINTI MD TAIB	DANA DDN	5,000

TITLE	LEADER	FINANCING AGENCY	COST (RM)
THE EFFECT OF THE ENTERPRISE RISK MANAGEMENT (ERM) TOWARDS ENHANCING THE RELATIONSHIP OF SUPPLY CHAIN INTEGRATION ON FIRM PERFORMANCE	NURUL AZLINDA BINTI CHEK TALIB	DANA DDN	5,000
ASSESSING THE IMPACT OF REAL BUSINESS OPERATORS OF STUDENTS' UNDERSTANDING ACCOUNTING CLASSIFICATION TOWARDS CULTIVATING AND ENTREPRENUERIAL MINDSET	MOHD ARIFF BIN MUSTAFA	DANA DDN	5,000
ELEVATING FINANCIAL LITERACY AMONG WOMEN ENTREPRENEURS: COGNITIVE UNDERSTANDING OF FINANCIAL KNOWLEDGE, SKILLS AND RESPONSIBILITY	DR. VANI A/P TANGGAMANI	DANA DDN	5,000
CONSUMER PROTECTION AGAINST THE MISUSE OF HALAL LOGO IN PHARMACEUTICAL PRODUCTS	DR. NASIHAH BINTI NAIMAT	DANA DDN	5,000
PENINGKATAN KUALITI HIDUP ASNAF MELALUI PROGRAM ASNAF AGROPRENEUR	PM. DR. MOHD FAIZAL BIN P.RAMELI	DANA DDN	5,000
INITIATIVE AIR ASIA FOUNDATION (AAF) IN UPCYCLE TEXTILE PRATICE TOWARD VALUE-ADDED PRODUCT	AZNI HANIM BINTI HAMZAH	DANA DDN	5,000

TITLE	LEADER	FINANCING AGENCY	COST (RM)
MENSTRUKTUR KERANGKA KOMPETENSI VISUAL FOTOGRAFI FORENSIK BERDASARKAN INDIKATOR LITERASI VISUAL DALAM KES JENAYAH KEGANASAN	TS. DR. NADZRI BIN MOHD SHARIF	DANA DDN	5,000
INTEGRATING MACHINE LEARNING MULTIMENSIONAL CRITERION FOR A NEW OPTIMIZE CONFIDENCE- BASED ASSESSMENT MODEL	TS. DR. KHYRINA AIRIN FARIZA BINTI ABU SAMAH	DANA DDN	20,000
INNOVATION WORK BEHAVIOUR: WHICH LEADERSHIP STYLE MOST EFFECTIVE TO FOSTER IT?	SITI ROHANA BINTI DAUD	DANA DDN	5,000

# INTERNAL GRANT

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- **COMMUNITY ENGAGEMENT -  
SOCIAL INNOVATION RESEARCH  
(CE SIR)**



TITLE	LEADER	FINANCING AGENCY	COST (RM)
KURSUS PENYEMBELIHAN BERTAULIAH ARNAB: BELIA FELDA APING BARAT DALAM USAHA MENINGKATKAN KEMAHIRAN DAN PELUANG PEKERJAAN	AEMILLYAWATY BINTI ABAS	CE SIR.	5,000
RECYCLE WASTE MONITORING SYSTEM VIA INTERNET OF THINGS (IOT)	ROSNIZA BINTI ROSLAN	CE SIR.	20,000

# INTERNAL GRANT

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- **GERAN PENYELIDIKAN INOVASI  
SOSIAL (GIS)**





TITLE	LEADER	FINANCING AGENCY	COST (RM)
OYSTER MUSHROOM STARTER KITS IN SUPPORTING TWELFTH MALAYSIAN PLAN TO DIVERSIFY SOURCE OF INCOME FOR THE B40 GROUP	DR. ZULKEFLI BIN MUHAMAD HANAPIYAH	GIS	50,000.00

# NATIONAL GRANT

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- **MAJLIS AGAMA ISLAM NEGERI  
SEMBILAN (MAINS)**
- **SKIM GERAN PENYELIDIKAN  
FUNDAMENTAL (FRGS)**
- **ACCOUNTING RESEARCH INSTITUTE  
(ARI)**



TITLE	LEADER	FINANCING AGENCY	COST (RM)
KAJIAN MODEL ASNAFTECH 4.0 BAGI MENINGKATKAN KEBOLEHSAINGAN USAHAWAN ASNAF ZAKAT DI NEGERI SEMBILAN	DR. KHAIRUL AZHAR BIN MEERANGANI	MAJLIS AGAMA ISLAM NEGERI SEMBILAN	42,850.00
FORMULATING A NEW FRAMEWORK IN BATTLING THE FINANCIAL STRESS OF B40 HOUSEHOLD HEADS: INTEGRATING THE SOCIAL SUPPORT AND HEALTH OUTCOMES	DR. SITI NURUL AKMA BINTI AHMAD	FRGS (2012 ONWARDS)	70,000
MODELLING THE MOTIVATION OF THE PERSONAL SHOPPERS AS A PREFERRED CAREER (PSPC) CHOICE	DR. GEETHA A/P MUTUSAMY	FRGS (2012 ONWARDS)	97,600.00

TITLE	LEADER	FINANCING AGENCY	COST (RM)
DEVELOPING A NEW FRAMEWORK OF FAVOURABLE ENVIRONMENT RETIREMENT FINANCIAL PLANNING (FE_RFP) FOR GIG WORKERS IN MALAYSIA	PROF. TS. DR. SHAFINAR BINTI ISMAIL	FRGS (2012 ONWARDS)	79,700.00
REKA BENTUK MODEL PENDIDIKAN DAN KERJAYA BAGI PELAJAR MADRASAH TAHFIZ PERSENDIRIAN DI MALAYSIA	DR. AHMAD ROSLI BIN MOHD NOR	FRGS (2012 ONWARDS)	73,500.00
DEVELOPING A FRAMEWORK OF MALAYSIAN LOW-INCOME (B40) INFORMAL CAREGIVERS' WORK-LIVE BALANCE: A NEW EXTENSION FROM WORK-FAMILY CONFLICT THEORY	ROZANA BINTI OTHMAN	FRGS (2012 ONWARDS)	75,577.00
RISK OF E COMMERCE THROUGH ONLINE SHOPPING AMONG GENERATION Z, COULD DIGITAL LITERACY ASSIST?	DR. HAINNURAQMA BINTI RAHIM	ARI (MANAGE BY ARI)	4,500.00

# INDUSTRY GRANT

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- **YAYASAN TELEKOM MALAYSIA (YTM)**
- **CITYCHEMO MANUFACTURING SDN BHD (CM)**



TITLE	LEADER	FINANCING AGENCY	COST (RM)
<p>KELULUT FARMING AS A COMMUNITY ENGEEMENT PROJECT TO IMPROVE INCOME ENVIRONMENT QUALITY AND COMMUNITY WELL BEING OF B40 GROUP IN LENDU ALOR GAJAH</p>	<p>ZUNAIDAH BINTI AB HASAN</p>	<p>YAYASAN TELEKOM MALAYSIA</p>	<p>241,000.00</p>
<p>AMALAN PENGAMBILAN AIR KOSONG DALAM KALANGAN REMAJA</p>	<p>SOO YEW PHONG</p>	<p>CITYCHEMO MANUFACTURING SDN BHD</p>	<p>8,000.00</p>

# INTERNATIONAL GRANT

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- **GERAN PENYELIDIKAN STRATEGIC RESEARCH PARTNERSHIP (SRP)**
- **SEKOLAH MAKASSAR**
- **UNIVERSITAS INDONESIA**





TITLE	LEADER	FINANCING AGENCY	COST (RM)
CONATIONAL DRIVERS TOWARDS INTENTION OF CHOOSING MALAYSIA AND INDONESIA AS DESTINATION FOR MEDICAL TOURISM	ANIDAH BINTI AZIZ	SRP	29,500.00
MODELLING A COMPREHENSIVE FRAMEWORK OF INDIVIDUAL INNOVATION CAPABILITY: A COMPARARIVE STUDY BETWEEN MALAYSIA AND INDONESIA	NORAZAMIMAH BINTI BOGAL	SRP	29,500.00

TITLE	LEADER	FINANCING AGENCY	COST (RM)
HOW ENVIRONMENTAL QUALITY AND OTHER SELECTED MACROECONOMICS DETERMINANTS AFFECTS PUBLIC DEBT IN INDONESIA? A TIMES SERIES ANALYSIS	PM. DR. ABDUL RAHIM BIN RIDZUAN	SEKOLAH TINGGI ILMU EKONOMI AMKOP MAKASSAR	3,000.00
IMPLEMENTATION OF DATA SCIENCE FOR LIGHT POLLUTION MODELLING AND MAPPING AS AN EFFORT TO ACHIEVE SUSTAINABLE DEVELOPMENT GOALS (SECOND YEAR)	TS. DR. KHYRINA AIRIN FARIZA BINTI ABU SAMAH	UNIVERSITAS PENDIDIKAN INDONESIA	29,680.00
DETERMINANTS OF THE COMPANY'S CAPITAL STRUCTURE ON PULP AND PAPER COMPANIES: EVIDENCE FROM INDONESIA AND MALAYSIAN	PROF. TS. DR. SHAFINAR BINTI ISMAIL	UNIVERSITAS MERCU BUANA (UMC), INDONESIA	6,500.00
INNOVATING FOR SUSTAINABILITY THE INTERSECTION OF TECHNOLOGY AND ENVIRONMENTAL QUALITY IN INDONESIA	PM. DR. ABDUL RAHIM BIN RIDZUAN	UNIVERSITAS NEGERI PADANG INDONESIA	2,846.00

# ICAN

INDUSTRY, COMMUNITY, ALUMNI AND NETWORK



# ABOUT ICAN

## INDUSTRY COMMUNITY & ALUMNI NETWORK

The Unit of Industry, Community, and Alumni Network or better known as ICAN is one of the units operating under Research and Industrial Linkages of UiTM Cawangan Melaka. Based on the latest strategic planning, ICAN is responsible in conducting programmes and activities between UiTM Cawangan Melaka and its stakeholders relating to academic, industry, community and the alumni.

The perpetual collaboration in communal activities, academic development, and two-ways knowledge transfer and sharing programmes between the university and the stakeholders are realised following the objective that the university must stay relevant with the current needs and industrial advancements.

There are four main sub-units under ICAN:

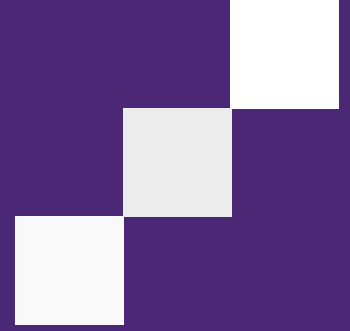
- Alumni linkage
- Community linkage
- Industry linkage
- MoU or MoA with industries and local partners

Functions and responsibilities of ICAN:

- To form relationship and collaboration between UiTM Cawangan Melaka and the industry/ community.
- To identify and strengthening the relationship between UiTM Cawangan Melaka and the industry in accordance with the individual faculty's niche areas.
- To conduct, manage, and coordinate industrial linkages programmes held by the faculties, departments or units in UiTM Cawangan Melaka such as CEO Talk, industrial visits, Memorandum of Understanding (MoU), Memorandum of Agreement (MoA), Knowledge Transfer Programme (KTP), manage staff undergoing industrial attachment or professional training, and industrial collaboration in the name of academic development.

# ABOUT ICAN

## INDUSTRY COMMUNITY & ALUMNI NETWORK



- To conduct, manage, and coordinate community linkages programmes such as University Social Responsibility (USR), community service, and volunteering activities held by the faculties, departments or units at UiTM Cawangan Melaka.
- To conduct, manage, and coordinate alumni linkages programmes such as alumni homecoming, alumni advancement survey, and the involvement of alumni in activities held by the faculties at UiTM Cawangan Melaka.
- To prepare development reports such as PRIME Star Rating, SMART system, industrial linkages report, and alumni data.
- To provide information needed for the university's strategic planning

# SUMMARY INDUSTRY, COMMUNITY AND ALUMNI ACTIVITY FOR YEAR 2023



# INDUSTRY PROGRAMME

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PROJECT NAME	PROJECT LEADER
PROGRAM PERKONGSIAN ILMU BERSAMA TIGA RAKAN MOU INDUSTRI ANTARABANGSA: KOMUNITAS TANGAN DI ATAS, SUMBAR LEATHER CRAFTER & HOBI KAYU PADANG, INDONESIA	PM. DR. NUR HAYATI BT ABD RAHMAN
GROW DIGITAL PROGRAMME: A COLLABORATIVE EFFORT WITH TECH SPRINT, STARTUP MALAYSIA AND THE ASIA FOUNDATION	DR. KULDIP KAUR A/P MAKTIAR SINGH
ONE STUDENT 1 SKILL UITMCM- SISTEM LATIHAN DUAL NASIONAL (OS1S-SLDN) TAHUN 2023/2024	TS. DR. ALYA GEOGIANA BINTI BUJA
BENGKEL & PERTANDINGAN KESELAMATAN SIBER: RAWSEC KUNJUNG SELATAN KESELAMATAN SIBER DAN CTF (RAKSASA) 2023	SHAHADAN SAAD
ONLINE WEBINAR, INDUSTRY TALK: IMAGE PROCESSING FROM INDUSTRY PERSPECTIVE	NUR NABILAH ABU MANGSHOR
AMELIORATE JOB HUNTER "STAIRCASE TO BE THE WANTED CANDIDATE"	SITI AMALINA MOHD YAZID
WEBINAR BERSAMA PAKAR INDUSTRI: GROOMING (COMMUNICATION)	DR. NOOR AFZALIZA NAZIRA BINTI IBRAHIM
PROGRAM KNOWLEDGE TRANSFER BERSAMA KOMUNITI PENTERNAK ARNAB DI FELDA BUKIT APING BARAT, KOTA TINGGI, JOHOR	AEMILLYAWATY BINTI ABAS
MOU ANTARA UITM DENGAN KOMUNITAS TANGAN DI ATAS, PADANG INDONESIA	SOO YEW PHONG
MOU ANTARA UITM DENGAN SUMBAR LEATHER CRAFTER, PADANG INDONESIA	SOO YEW PHONG
MOU ANTARA UITM DENGAN HOBI KAYU PADANG, INDONESIA	SOO YEW PHONG
MEMORANDUM PERSEFAHAMAN (MOU) ANTARA UITM MELAKA DAN INTERNATIONAL CYBER SECURITY CERTIFIED BODY (ICSCB)	TS. DR. NOR MASRI SAHRI



PROJECT NAME	PROJECT LEADER
<p>PERJANJIAN PENYELIDIKAN ANTARA MAJLIS AGAMA ISLAM NEGERI SEMBILAN DAN UNIVERSITI TEKNOLOGI MARA BAGI KAJIAN MODEL ASNAFTECH 4.0 BAGI MENINGKATKAN KEMAMPUAN USAHAWAN ASNAF ZAKAT DI NEGERI SEMBILAN</p>	<p>DR. KHAIRUL AZHAR BIN MEERANGANI</p>
<p>PERJANJIAN MENYEWAKAN RUANG NIAGA BAGI PEMASANGAN MESIN JURUWANG AUTOMATIK (ATM) RHB ISLAMIC BERHAD DI HADAPAN PTAR ARAS 1, UITM CAWANGAN MELAKA KAMPUS BANDARAYA UNTUK TEMPORAL 3 TAHUN (1+1+1)</p>	<p>UITM KAMPUS BANDARAYA MELAKA</p>
<p>MEMORANDUM PERSEFAHAMAN DI ANTARA UITM DAN IAITF DUMAI</p>	<p>DR. IZZAH NUR AIDA BINTI ZURRAFFAR</p>
<p>MOU ANTARA UITM MELAKA DENGAN YAYASAN WARISAN ANAK SELANGOR (YAWAS)</p>	<p>PM. DR. MOHAMED SALADIN ABDUL RASOOL</p>
<p>MOU ANTARA UITM DENGAN ALIF MUNIRA ENTERPRISE (A.B.A.W)</p>	<p>DR. NORAJILA BINTI CHE MAN</p>
<p>MOU ANTARA UITM DENGAN UNIMEL</p>	<p>DR. LIZA MARZIANA MOHAMMAD NOH</p>

# COMMUNITY PROGRAMME

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PROJECT NAME	PROJECT LEADER
AYE (ACE YOUR ENGLISH)	ISMA IZZA BT MOHAMAD ESA
BE MENTALLY FIT, BE ALERT-SAVE MENTAL, SAVE LIFE MODULE	SURAYA HAMIMI BINTI MASTOR
BENGKEL ASNAFTECH 4.0	DR. KHAIRUL AZHAR BIN MEERANGANI
ENGLISCAPE	SUMAYYAH BINTI SHAIDIN
KNOWLEDGE TRANSFER PROGRAM "LET'S ENDEAVOUR TOGETHER" - STRESS MANAGEMENT MODULE	NURUL AZRIN BINTI ARIFFIN
KNOWLEDGE TRANSFER PROGRAM: OH MY CIKGU!	SURAYA HAMIMI BINTI MASTOR
LET'S R.O.A.R: REACH OUT AND READ	NUR HIDAYATULSHIMA BINTI OMAR
PROGRAM KTP BERSAMA KOMUNITI PENTERNAK ARNAB DI FELDA APING BARAT: PERANCANGAN PELAN PEMASARAN & PENJENAMAAN	AEMILLYAWATY BINTI ABAS
PROGRAM PEMBANGUNAN KOMUNITI PENTERNAKAN ARNAB & KELESTARIAN PRODUK MAKANAN BERASASKAN DAGING ARNAB YANG DIUSAHAKAN OLEH GENERASI MUDA FELDA	NUR SYUHADA BINTI MUHAMMAD
PROGRAM PEMINDAHAN ILMU (KTP) ANTARABANGSA BERSAMA SUMBER LEATHER CRAFT, PADANG, INDONESIA	PM. DR. NUR HAYATI BT ABD RAHMAN
ACADEMIC SEMINAR: MANNER IS ABEUTY THAT NEVER FADES	DR. NOR ASIKIN BINTI SHAHARUDDIN
BAKTISISWA SERVIS LEARNING MALAYSIA - UNIVERSITY FOR SOCIETY (SULAM) FASA 1: KOMUNITI NELAYAN KAMPUNG KUALA LINGGI, KUALA SUNGAI BARU. MELAKA	AHMAD BUKHARI BIN SULAIMAN

PROJECT NAME	PROJECT LEADER
BAKTISISWA: SERVIS LEARNING MALAYSIA - UNIVERSITY FOR SOCIETY (SULAM) 2023 : FASA 2	AHMAD BUKHARI BIN SULAIMAN
INTERNATIONAL SULAM WITH STUDENTS OF SEKOLAH TINGGI AGAMA ISLAM MIFTAHUL 'ULUM TANJUNGPINANG, KEPULAUAN RIAU, INDONESIA	NUR HIDAYATULSHIMA BINTI OMAR
MELAKA TRADITIONAL FOOD PROGRAM 2.0: PROMOTING SUSTAINABLE ENTREPRENEURSHIP AMONG SELANDAR COMMUNITY	DR. IJLAL BINTI SAJA @ MEARAJ
OMG, ENGLISH IS FUN!	NOR ATIFAH BINTI MOHAMAD
PENGURUSAN ETIKA DALAM KEHIDUPAN	DR. CHEW SZE-SIONG
PROGRAM BERSAMA MENYANTUNI JIWA	NOOR MASFAZURA BINTI MAMAT
PROGRAM CSR DAN PEMINDAHAN ILMU ANTARABANGSA BERSAMA KOMUNITAS HOBI KAYU, INDONESIA	PM. DR. NUR HAYATI BINTI ABD RAHMAN
PROGRAM KHIDMAT MASYARAKAT "WEARE4U" KOMPLEKS ANAK YATIM AL-ZAHARAH (KAYFAZ)	DR. CHEW SZE-SIONG
PROGRAM KTP BERSAMA KOMUNITI PENTERNAK ARNAB DI FELDA APING BARAT: D'QASEH VS PRODUK PESAING	NUR SYUHADA BINTI MUHAMMAD
PROGRAM PEMINDAHAN ILMU & MIND-SETTING BERSAMA PAKAR KELULUT DAN KOMUNITI B40 DI DAERAH LENDU, ALOR GAJAH (PROJEK KELULUTPRENEUR).	ZUNAIDAH BINTI AB HASAN
PROGRAM PENGANTARABANGSAAN KHIDMAT MASYARAKAT DI YOGYAKARTA INDONESIA	MOHD ISHAM BIN ABIDIN
SAHABAT RAMADAN ACEH, INDONESIA	SHAFEZAH BINTI ABDUL WAHAB

PROJECT NAME	PROJECT LEADER
"A DAY WITH REFUGEE" DI PUSAT BIMBINGAN ALTERNATIF (REFUGEE INTELLECTUAL SKILLS AND EXCELENCE -RISE)	DR. AZHANA BINTI OTHMAN
A STRONG FOUNDATION FOR SUSTAINABLE SUCCESS	DR. CHEW SZE-SIONG
AVENGERS: MISSION TO ACCOMPLISH	SITI AMALINA BINTI MOHD YAZID
BAKTISISWA PENGANTARABANGSAAN KOMANDER (BAKSA23) UNIVERSITAS PADJADJARAN KAMPUS JATINANGOR BANDUNG INDONESIA	AHMAD BUKHARI BIN SULAIMAN
BELAIAN KASIH BERSAMA PEERS	MOHD BAKRI BIN HUSAIN
BERKAT SEBUNGKUS & MAJLIS BERBUKA PUASA	MOHD ISHAM BIN ABIDIN
CORPORATE SOCIAL RESPOSIBILITY (KEMBARA ILMU INSANIAH)	DR. UMMI KALSUM BINTI HASSIAN
GOTONG ROYONG D'BANKERS BERSAMA KOMUNITI MASJID AL-HIKMAH	NORZAHIDAH BINTI YACOB
HISTORICAL HIDDEN TREASURE WITH UNIVERSITAS AIRLANGGA SURABAYA	SITI NORASHIKIN BINTI BASHIRUN
INTERNATIONAL ACADEMIC EXCHANGE (IAE) UITM CAWANGAN MELAKA (UITMCM): UNIVERSITAS NEGERI SEMARANG (UNNES) & THE COMMUNITY ENGAGEMENT	DR. SUHAIDA BINTI MOHD AMIN
JOM BANTU ASNAF 3.0: RAMADHAN HAPPINESS BAG	NOR HAMIZA BINTI MOHD NOOR
KIDS TODAY, LEADER TOMORROW	NADIA HANIM BINTI MOHD WASILAN
KPL KAMI DATANG	SHAREENIE SHERA BINTI ABDUL HAMID
LAWATAN KASIH KE RUMAH KASIH TUN ABDUL AZIZ	SITI MUSLIHA BINTI MOHD IDRIS

PROJECT NAME	PROJECT LEADER
LAWATAN MAHABBAH OHANA	NOR MASLIA BINTI RASLI SAMUDIN
PEMANTAPAN MINDA CILIK	NOORDIANA BINTI SUKUR
PROGRAM "RAMADHAN RELIEF" TAJAAN MAYBANK ISLAMIC KEPADA ANAK YATIM DAN ASNAF SK LENDU, MELAKA	DR. AZHANA BINTI OTHMAN
PROGRAM BENGKEL HALA TUJU UPKK BERSAMA IBU BAPA SRA JAIM BATU BERENDAM MELAKA	DR. AHMAD ROSLI BIN MOHD NOR
PROGRAM BERSAMA KOMUNITI PENTERNAK ARNAB DI FELDA APING BARAT: PENGENALAN KEPADA PEMASARAN MELALUI MEDIA SOSIAL	DR. UMMI KALSUM BINTI HASSIAN
PROGRAM GOTONG-ROYONG MADANI	KHAIRUL NURMAZIANNA BINTI ISMAIL
PROGRAM IFTAR KASIH RAMADHAN	DR. MAIMUNAH BINTI JOHARI
PROGRAM JALINAN KASIH RAMADHAN BERSAMA ANAK YATIM	NORZATUL BAZAMAH BINTI AZMAN SHAH
PROGRAM KHIDMAT MASYARAKAT "WECARE4U" KOMPLEKS ANAK YATIM AL-ZAHARAH (KAYFAZ)	MOHD ISHAM BIN ABIDIN
PROGRAM PEMANTAPAN DAN UNIVERSITY COMMUNITY ENGAGEMENT KOMANDER KESATRIA SIRI 10/2023	NOOR MASFAZURA BINTI MAMAT
PROGRAM PENGANTARABANGSAAN DAN PEMINDAHAN ILMU DALAM KALANGAN PELAJAR UIN WALISONGO	DR. NURUL ASMA BINTI MAZLAN
PROGRAM PENGANTARABANGSAAN KHIDMAT MASYARAKAT: KORBAN DAN WAKAF TELAGA DI KEMBOJA SIRI III  PRIHATIN KEPADA UMMAH	MOHD ISHAM BIN ABIDIN

PROJECT NAME	PROJECT LEADER
PROGRAM PENGANTARABANGSAAN: PEMINDAHAN ILMU DAN KHIDMAT MASYARAKAT BAGI PELAJAR UNIVERSITAS AIRLANGGA SURABAYA, INDONESIA BERSAMA UITMCM	DR. NOR SABRENA BINTI NORIZAN
PROGRAM PERKONGSIAN ILMU PASCASISWAZAH UNIVERSITAS TRISAKTI - UITM	DR. HAINNURAQMA BINTI RAHIM
PROGRAM SCHOOL ATTACK 2023	DR. NGAU DUO SENG
PROJEK JOM BANTU ASNAF : PROGRAM HAMPER KASIH DAN DUIT RAYA AIDILFITRI	NOR HAMIZA BINTI MOHD NOOR
SEMINAR PEMBANGUNAN INSAN PELAJAR	NOORDIANA BINTI SUKUR
SENTUHAN KASIH SISWA BERSAMA RUMAH SERI KENANGAN, CHENG	DR. AHMAD ROSLI BIN MOHD NOR
SMES INNOVATION CHALLENGE-: QR PAY BUNTING WITH LOCAL COMMUNITY PROJECT	INTAN LIANA BINTI SUHAIME
SWM ENVIRONMENT JOM PLOGGING @ URBAN REFORESTATION SG PUTAT MELAKA	DR. SHARMIZA BTE ABU HASSAN
TRAINED BRAIN	SITI AMALINA BINTI MOHD YAZID
WAQAF MESIN BASUH MADRASAH TAHFIZUL QURAN AL-MUTTAQIN	SHAHREENA BINTI DAUD
INTERNATIONAL KTP PROJECT WITH KOMUNITAS TANGAN DI ATAS	PM. DR. NUR HAYATI BINTI ABD RAHMAN
SOCCOM 2.0: PAK AKOB #SANGKARBURUNG MARKETING POSITIONING	AEMILLYAWATY BINTI ABAS
COMMUNITY SERVICE AND ENGAGEMENT: COLOR THEIR WORLD	DR. UMMI KALSUM BINTI HASSIAN
EFFECTIVE COMMUNICATION	SITI AMALINA BINTI MOHD YAZID

PROJECT NAME	PROJECT LEADER
INTERNATIONAL JOINT COMMUNITY SERVICE: BUSINESS DEVELOPMENT "THE POTENTIAL HONEY PRODUCTION AS BUSINESS DEVELOPMENT ALTERNATIVE FOR VILLAGE-OWNED ENTERPRISE (BUMDES) AND MSMES	DR. SITI NORMAH BINTI AWANG TUAH
KDSF MLK'S GRADUATION, CLASS OF 2022	MOHD SUFIAN BIN AB KADIR
KTP: BENGKEL ORANG SAKIT	MOHD KHAIRUL NIZAM BIN MOHD AZIZ
PROGRAM "MALAYSIAN ICT VOLUNTEER"™ (MIV) NEGERI MELAKA 2023 ANJURAN SKMM DENGAN KERJASAMA KELAB PENYAYANG UTEM	MOHD HANIF BIN MOHD OMAR
PROGRAM COMMUNITY SERVICE AND ENGAGEMENT	DR. UMMI KALSUM BINTI HASSIAN
PROGRAM LAUTAN KASIH 2023 COMMUNITY SERVICE AND RESPONSIBILITY (CSR)	DR. UMMI KALSUM BINTI HASSIAN
UNIVERSITY SOCIAL RESPONSIBILITY - FPHP FOR TURTLE CONSERVATION AWARENESS	NOORDIANA BINTI SUKUR



# ALUMNI PROGRAMME

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PROJECT NAME	PROJECT LEADER
PROGRAM KERJAYA BERSAMA MCDONALD'S	UITM ALUMNI FUN RUN 2023
IFTAR NURANI KASIH RAMADHAN UMAT	PERSATUAN ALUMNI UITM MELAKA (UMAT)
UMAT TERJAH: IFTAR RAHMAH	PERSATUAN ALUMNI UITM MELAKA (UMAT)
LAWATAN AKADEMIK KE YAYASAN WIBA PRIMA	FPP, UITM CAWANGAN MELAKA & YAYASAN WIBA PRIMA
SOCCOM 3.0: UNLOCK UR BEAUTY	MKT622 M1BA2405A, FAKULTI PENGURUSAN & PERNIAGAAN, UITM CAWANGAN MELAKA
WEBINAR: NOVICE TO PROFESSIONAL	M1BA2465B (HTH558), UITM CAWANGAN MELAKA
WEBINAR: FUTURE EVENT LEADERS 2023	FPHP, UITM CAWANGAN MELAKA
PROGRAM LG120 ALUMNI: COLLABORATIVE NETWORKING, AND TALENT ENGAGEMENT DEVELOPMENT (CONNECTED)	AKADEMI PENGAJIAN BAHASA (APB), UITM CAWANGAN MELAKA
GAME MINI CARNIVAL 2023	FKPM, UITM CAWANGAN MELAKA
BICARA BERSAMA ALUMNI: EXPECTATION VS REALITY	KOLEJ PENGAJIAN PENGKOMPUTERAN, INFORMATIK DAN MATEMATIK (KPPIM), UITM CAWANGAN MELAKA KAMPUS JASIN
BICARA BERSAMA ALUMNI: HOW TO KNOW YOUR CAREER PATH IN IT WORLD	KOLEJ PENGAJIAN PENGKOMPUTERAN, INFORMATIK DAN MATEMATIK (KPPIM), UITM CAWANGAN MELAKA KAMPUS JASIN
KOLOKIUUM KRITIKAN MEDIA 2023 : CABARAN DAN MASA DEPAN KEWARTAWANAN SUKAN DI MALAYSIA	FKPM, UITM CAWANGAN MELAKA
MY PERSONAL TAXATION	FAKULTI PERAKAUNAN, UITM CAWANGAN MELAKA
UITM ALUMNI FUN RUN 2023	ICAN

# MASMED

MALAYSIAN ACADEMY OF SME &  
ENTREPRENEURSHIP DEVELOPMENT



# ABOUT MASMED

MALAYSIAN ACADEMY OF SME & ENTREPREUNERSHIP DEVELOPMENT

Malaysian Academy of SME & Entrepreneurship Development (MASMED) is one of the main units under the Division of Research and Industrial Linkages. The vision is to be well-recognized Centre of Excellence (CoE) in entrepreneurship education at national and international level.

## Missions:

- To enrich the body of knowledge in the field of entrepreneurship and nurture the development of quality entrepreneurs.
- To collaborate with the small and medium industry and government agencies in promoting entrepreneurship.
- To enhance and strengthen networking strategies at national and international level.

## Objectives:

- To promote product commercialization among Bumiputra entrepreneurs.
- To support University Entrepreneurship Thrust as outlined by the Ministry of Education.
- To encourage entrepreneurship values among students and staffs in increasing the employability rate of UiTM students.
- To contribute to income generation of the University.
- To create and develop knowledgeable, enterprising and effective entrepreneurs

# MASMED

## VISION

To establish UiTM as a Globally  
Renowned University of Science,  
Technology, Humanities and  
Entrepreneurship

## MISSION

To lead the development of agile,  
professional bumiputeras through state-of-  
the-art curricula and impactful research

## VALUES

- **Excellence:** Practicing internal quality standards to fulfil the stakeholders' requirements and expectations
- **Synergy:** Collaborating seamlessly to maximise productivity that benefits industry and society
- **Integrity:** Embracing honesty, respect and transparency to achieve the highest ethical standard of professionalism

## KPI

100%

- Number of first degree and full-time diploma students involved in entrepreneurial expose / culture other than curriculum

15%

- Number of student entrepreneurs and registered with the University Entrepreneurship Center or SSM

5%

- Number of graduates involved in entrepreneurship

1500

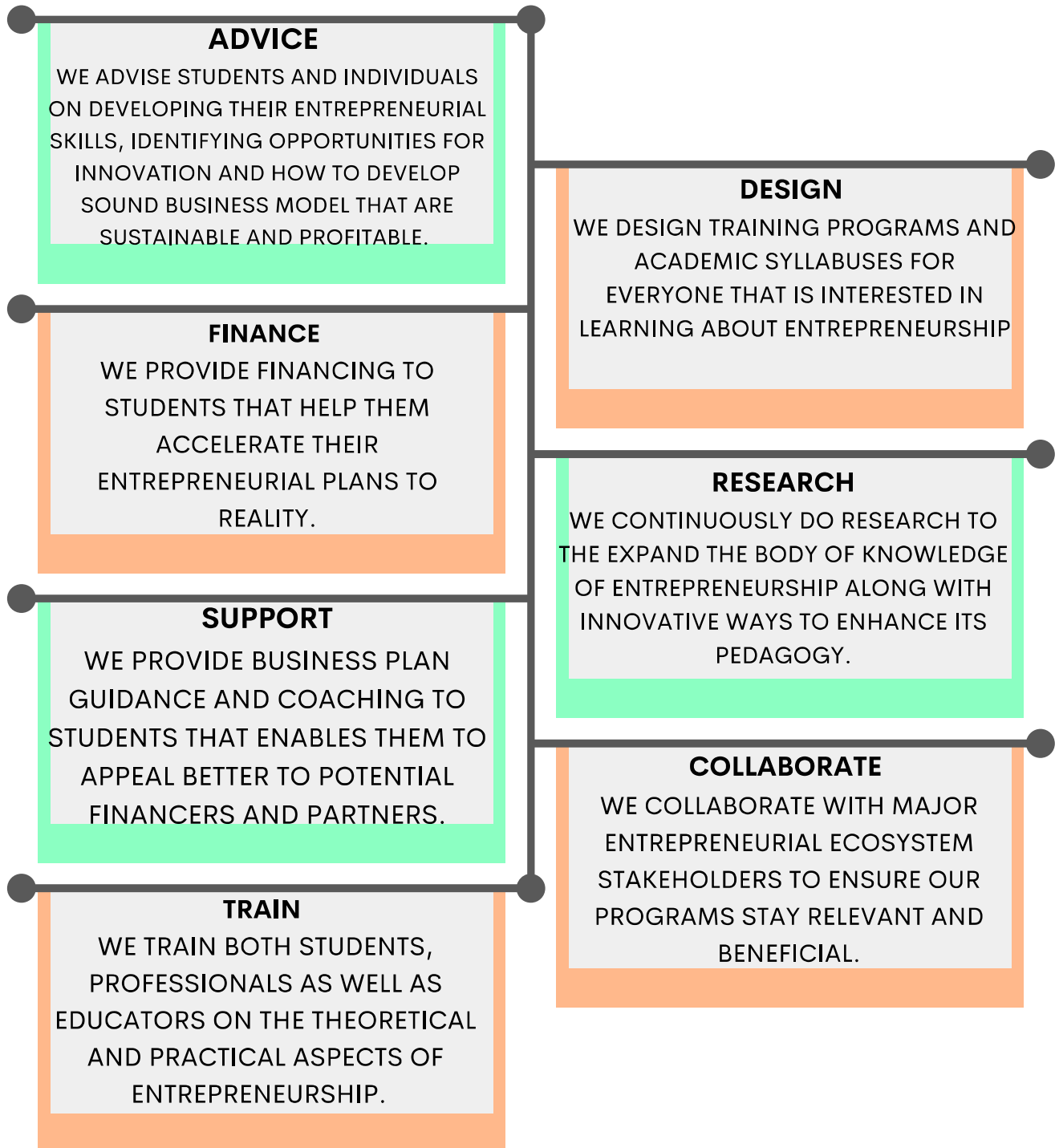
- The number of lecturers attending competency training as entrepreneurship educator

**TAGLINE** "ENCULTURATE ENGAGE CREATE"



# WHAT ELSE DOES MASMED DO?

HERE AT MASMED WE:



# MASMED ACTIVITIES YEAR 2023



**3 – 6 JANUARY 2023**  
**KARNIVAL KEUSAHAWANAN**



**3 MAY 2023**  
**KURSUS ASAS PENTERNAKAN**  
**LEBAH KELULUT**



**6 – 10 NOVEMBER 2023**  
**BENKEL TOT KEUSAHAWANAN**  
**PEMASARAN DIGITAL**



**TEJA HONEY**



# MASMED ACTIVITIES YEAR 2023



**Karnival Keusahawanan MASMED**

3, 4 & 5 JAN 2023 | 8.00 AM - 6.00 PM

UTM Kampus Alor Gajah  
UTM Kampus Bandaraya

**UTM Kampus Alor Gajah**  
Sekitar Dewan Tameng Sari  
Gerei Makanan & Minuman Lari Dalam Guni Cangkak  
Makan Buah Terpantas Dam & Catur Kerusi Muzikal  
NERF Bola Tompat Belon 'Catch The Broom'  
IQ Test Fun Corner

**UTM Kampus Bandaraya**  
Kawasan Pekar UTMKBM, Blok 24 (3am, Menjauh Asas 1, PTA3 Area 1)  
Pertandingan Aerodance Makanan & Minuman Pameran  
Ceramah Keusahawanan Pertandingan Gubahan

Sponsor Kerjasama: FAMA, Kesuma, @masmedmalaka

**UTM Kampus Alor Gajah:**

3/4/2023 (Sabtu & Rabbat)		
Sukaneka & Permainan Tradisional	8:00 pagi - 6:00 petang	Sekitar Dewan Tameng Sari, UTM KAG
Gerei Makanan & Minuman	8:00 pagi - 6:00 petang	

**UTM Kampus Bandaraya:**

3/7/2023 (Sabtu)		
Pertandingan Aerodance	8:00 pagi - 11:00 pagi	Parkir Kreta UTMKBM
Aktivi Juualan	8:00 pagi - 4:30 petang	Parkir Kreta UTMKBM
Pameran	8:00 pagi - 4:30 petang	Blok 24, 3am
4/7/2023 (Sabtu)		
Ceramah Keusahawanan	8:00 pagi - 11:00 pagi	Mari Rudi, Aras 7, UTMKBM
Aktivi Juualan	8:00 pagi - 4:30 petang	Parkir Kreta UTMKBM
Pameran	8:00 pagi - 4:30 petang	Blok 24, 3am
5/7/2023 (Ponni)		
Pertandingan Gubahan	8:00 pagi - 11:00 pagi	PTAR, Aras 1, UTMKBM
Aktivi Juualan	8:00 pagi - 4:30 petang	Parkir Kreta UTMKBM
Pameran	8:00 pagi - 4:30 petang	Blok 24, 3am

**BENGGKEL TRAINING OF TRAINERS**

Pemasaran Digital eUsahawan

BENGGKEL INTENSIF 5 HARI SECARA BERSEMUKA

8 - 12	UiTM Cawangan Kedah
9 - 13	UiTM Cawangan Perak
16 - 20	UiTM Cawangan Sabah UiTM Cawangan Sarawak
30 - 3	MASMED, UiTM Shah Alam Fakulti Pengurusan & Perniagaan, UiTM Cawangan Selangor Kampus Puncak Alam
5 - 9	UiTM Cawangan Kelantan
6 - 10	UiTM Cawangan Melaka



**TEJA HONEY**

Dim 35 mg

Boleh didapati sekarang!

Dapatkan seluruh set dari Dasa Kekul Teja Honey UiTM Melaka. Kaya dengan pelbagai vitamin & sumber antibiotik yang tinggi!

Boleh Khalid, Puan Zuzairah, Cik Nurulita

019 - 3283778  
011 - 6391784  
019 - 6448976



# **PJI EDGe 2023**

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**JAN-DEC 2023**

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**IDEA, CONCEPT AND PUBLISHED BY:**

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Division of Research and Industrial Linkages (PJI),  
Universiti Teknologi MARA Cawangan Melaka.**