

# MARKETEER

ISSUE 1/2015

## HIGHLIGHTS

### CEO TALK SERIES 2015

- Inland Revenue Board of Malaysia
- Open University Malaysia (OUM)
- KPJ Healthcare

## FEATURE

- Branding To The Top Of The World
- Sales Leadership
- Integrated Marketing
- Social Selling

## MARKETING TOOL BOX

- Crafting Stories On Instagram
- Social Marketing: Changing Trends and Behaviour
- Alibaba's Business In Trust
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- Shifting Global Marketing Paradigm on Corporate Sustainability

## EVENTS

- Treasure Hunt
- IMM AGM 2015
- Asia Marketing Federation (AMF) Meeting In Jakarta



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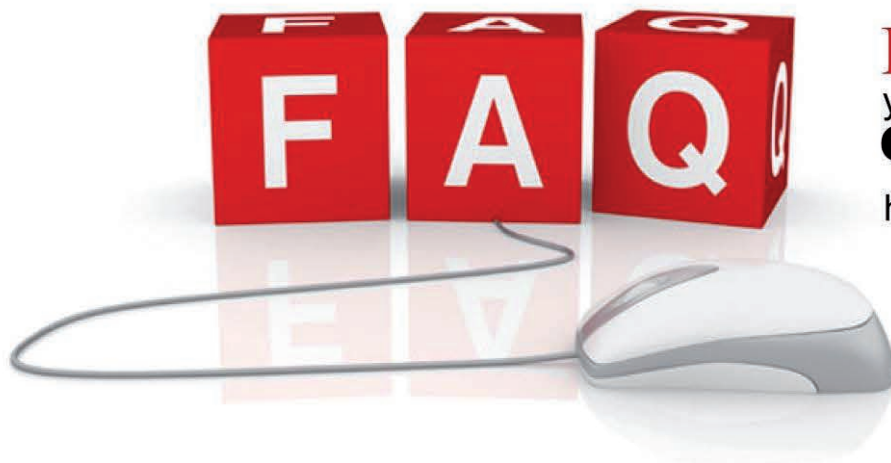
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**governance,**  
it is about  
**HUMANS.**

**What-Who-Why-How ?**



**FAQs**

you have

**QUESTIONS,**

we have

**answers.**

# MARKETEER

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## COUNCIL INFORMATION

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## CORPORATE BRIEF

The Institute of Marketing Malaysia (IMM) is the only registered Institute in the country organised for the purpose of serving the marketing fraternity in Malaysia. Formed under the Society's Act 1979, the Institute has assisted and will continue to assist, train and bring together marketeers from various business and industries with one common goal that is to improve the marketing skills of all its members.

We therefore welcome everyone with a passion in marketing to join the Institute to support, promote and enhance professionalism in marketing.



## ANNOUNCEMENT

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## CONGRATULATIONS

### HEARTIEST CONGRATULATIONS TO OUR PRESIDENT & VICE PRESIDENT

Our President **Dato' Sharifah Mohd. Ismail** and Vice President **Prof. Datuk Dr. Marimuthu Nadason** were appointed as members of the Consultation and Corruption Prevention Panel of the Malaysian Anti-Corruption Commission (MACC). They received their letter of appointment from Prime Minister YAB Dato' Seri Mohd. Najib Abd. Razak at a ceremony in Putrajaya in February 2015.



Prime Minister YAB Dato' Seri Mohd. Najib Razak (centre) and MACC Chief Commissioner Tan Sri Abu Kassim (fourth from left) with some members of the Consultation and Corruption Prevention Panel. Dato' Sharifah Mohd. Ismail (seated right) and Prof. Datuk Dr. N. Marimuthu standing right.

Among those on the Panel are Media Prima Bhd. former Chairman Tan Sri Johan Jaafar, LimKokWing University President Tan Sri Dr. Lim Kok Wing, Federation of Chinese Associations of Malaysia (Hua Zong) Honorary Deputy Secretary General Prof. Dato' Dr. ChinYew Sin, former USM Right Livelihood College Director Datuk Dr. Anwar Fazal, Chairman Kumpulan Media Karang kraf Datuk Hussamuddin Yaacob, Advocate and Solicitor Dato' Zuraidah Atan, former Director General Malaysia Islamic Development Department Datuk Wan Mohamed Sheikh Abdul Aziz, former Director General Public Complaints Bureau Dato' Khalid Ibrahim, UiTM Faculty of Accounting lecturer Prof. Dr. Syed Noh Syed Ahmad, UiTM Communication and Media Studies lecturer Assoc. Prof. Dr. Ismail Sualman, former President Malaysian Institute of Internal Auditors Walter Sandosam and The Sun Daily Editor R. Nadeswaran.



# BRANDS RISING TO THE TOP OF THE WORLD

What does it feel like to be on top of the world? Especially, when you have to talk on branding to the top of the world.

This was the crux of Irfan Khairi and Peter Gould's talk for two days. Both professional International speakers and best-selling authors spoke to CEOs, marketing professionals and other managers on how to analyse the new media today.

The seminar was organized by Institute of Marketing Malaysia on top of Kuala Lumpur's highest tower, Menara Kuala Lumpur.

"It's easy to see why brands are more important now than before. Brands are psychology and science brought together as a promise mark as opposed to a trademark. Products have life cycles. Brands outlive products. Brands convey a uniform quality, credibility and experience," Irfan told an audience of about 100 professionals in marketing.

Peter Gould's influence extends far beyond the borders of his native Australia.

His innovative, award-winning creative work is highly sought after globally.

He has touched many international audiences through interviews, speaking engagements, graphic design workshops and projects, art exhibitions and branding workshops.

"A strong brand is invaluable as the battle for customers intensifies day by day especially in the new media era. It's important to spend time investing building your brand. After all your brand is the source of a promise to your consumer.

"It is the most important piece of marketing communication and one you do not want to be without your branding. With the new media as a marketing tool, it will amplify your brand when used correctly," Gould said.

## FEATURE

### Marketeer



Peter Gould

Irfan Khairi

Irfan who has published six books explored the "What, How & Why basics of Branding and Graphic Design."

He explained how to learn to establish own brands and critique others. "Therefore, you must know how to create content and distribute it effectively via various online media."

As a millionaire at the age of 25 through internet business, Irfan is a firm believer that 'mind-set' is the key to building wealth and has helped thousands to be free of their financial problems.

Irfan made it clear that "Brands are valuable". For this to be realised he emphasised on understanding and employing mobile marketing strategies for business growth.

"Learn the techniques and strategies to produce high quality successful online videos and to design successful and effective online video campaigns. At the same time it is also crucial to understand and apply the Science of Viral marketing for brands and businesses. You must acquire entrepreneurial coaching competencies to succeed."

At the end of the two day seminar, CEO's, managers, entrepreneurs and professionals learnt how to familiarize themselves to the latest buzz in social media.

They gained knowledge in the world of the new media marketing discipline, learned to develop solid strategic plans and distinguish themselves for competitive positions in branding, marketing and advertising.



The spirit of learning and sharing and wanting to know more was obvious amongst participants present at the seminar.

## HIGHLIGHTS

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### **Driven By Vision:** *Fuelled By Creativity & Innovation*

BY

**TAN SRI DATUK WIRA DR. HJ. MOHD  
SHUKOR BIN HAJI MAHFAR**

DIRECTOR GENERAL & CHIEF EXECUTIVE OFFICER  
INLAND REVENUE BOARD OF MALAYSIA (IRBM)

Tan Sri Dr. Mohd Shukor bin Hj. Mahfar, is truly a person “driven by vision and fuelled by creativity and innovation.” The visionary CEO delivered his talk on the topic organised by the Institute of Marketing Malaysia to about 300 people at the Tax Academy in Bangi.

He is truly a man of his words. Leading with people in mind, Tan Sri Shukor is a firm believer of Human Governance that balanced out the traditional approach of Corporate Governance focusing on bringing the best in the people who run the business. To him, the corporate soul is people, without them, the corporate will be an empty building, lifeless and soulless, that inevitably lost the essence in its true nature.

Under Tan Sri Shukor’s stewardship, he led Inland Revenue Board Malaysia (IRBM) into achieving the highest tax collections in history for four consecutive years (2011: RM109.6 billion, 2012: RM124.9 billion, 2013: RM128.9 billion and 2014: RM133.5 billion).

He has revolutionized IRB with e-filing having far exceeded expectations last year and popularly used by young working adults, the Inland Revenue Board (IRB) is targeting four million taxpayers to use it this year.



**Tan Sri Datuk Wira Dr. Hj. Mohd Shukor  
Bin Haji Mahfar**

Under his leadership the IRB wants to reach about four million taxpayers. “The approach (e-filing) is very popular with the younger generation. I hope more people will use e-filing because it can accurately calculate taxes and also process it quickly,” he said in his talk.

He said the public can now pay their taxes via credit card in IRB’s various branches for increased convenience. Tan Sri Shukor also said the IRB aims to collect RM142 billion in taxes this year (2015), similar to last year’s RM142.6 billion, even though the implementation of Goods and Services Tax (GST) on April 1 will reduce individual and corporate taxes.

Tan Sri Shukor has been Chief Executive Officer of IRB since January 8, 2011 and serves as its Director General. Tan Sri Shukor started with IRB in 1979 and has extensive experience in taxation through the various levels of positions he has held at the IRB.





Tan Sri Shukor is truly a man of his words. Leading with people in mind, a firm believer of Human Governance that balanced out the traditional approach of Corporate Governance focusing on bringing the best in the people who run the business.

He was the Deputy Director General (Compliance) at IRB headquarters in Jalan Duta. He graduated from University of Malaya in 1978 with a Bachelor of Economics (Honours) degree, also has a Master of Sciences (Taxation) from the Golden Gate University USA and a PhD in Public administration from the same university.

Tan Sri Shukor has modernized and made the IRB efficient and customer friendly. Taxpayers who overpaid their taxes can now receive their refund from the Inland Revenue Board (IRB) in a period of two days after submitting the income tax return forms.

"The refunds would be paid to taxpayers if all the information given to IRB was complete and correct. If the information given is correct, IRB will process it fast, however, if incomplete and incorrect information is provided then longer time is needed to process the refund. Usually, if completed forms are sent today, then it will be processed tomorrow and taxpayers will receive their refunds on the following day but it all depends on the amount of BNCP forms received," he said.



IRB's approach, programmes and activities today are more efficient and customer friendly bringing taxpayers closer to the organization.



## HIGHLIGHTS

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Tan Sri Shukor is driven by the vision to lead the Inland Revenue Board into becoming a world class tax administration.

E-Filing is a free application provided by the IRB to enable taxpayers to complete, calculate and submit the BNCP form electronically via the Internet.

Tan Sri Shukor is driven by the vision to lead the Inland Revenue Board into becoming a world class tax administration. Tan Sri Shukor will continue to break barriers and hit new heights for years to come.

In June this year, the 13th annual Asia HRD Awards 2015, he was honoured among 23 leaders and organisations from eight countries for their contribution to people development and received the lifetime achievement award at the ceremony in Dubai.

The IRB is beefing up its tax management system by emphasising on human governance besides corporate governance in its duties as the national tax administrator.

"It is time that we pay more attention to the importance of human governance besides focusing on corporate governance. This means we need to understand what are the motives or influence of the taxpayers and how this impacts their behaviour to submit their tax filings.

"We need to send out a strong signal to those who evade tax that they are the liability to the country and in certain cases, can be charged with violating the law.





At IRB several transformation programs have been put in place which resulted in positive outcomes.

Nonetheless, we realise that human attitude or behaviour is also one of the factors which influence them in abiding the law.”

Under Tan Sri Shukor leadership, IRB is seeing many transformation programs which results in positive outcomes. Tan Sri Shukor is Adjunct Professor of University Tenaga Nasional (UNITEN) and University Tun Abdul Razak, Malaysia. He was also the elected President of the Statutory Bodies Association in Malaysia for the term of 2012 – 2014.

He started his career as a bank officer in 1978 and later joined IRBM as an Assessment Officer in 1979. He was attached to various branches and divisions of IRBM including the Malaysia Tax Academy (MTA). Prior to his appointment as the CEO of IRBM in January 2011, he held the post of Deputy Director General of IRBM from 2006.

He is the current Chairman of the Commonwealth Association of Tax Administrators (CATA) which presently is the largest organization of tax administrators in the world with 49 member countries.



Over 200 participants attended the session and got a better understanding of IRB – its roles and responsibilities not only to the taxpayers but also to the nation.



## HIGHLIGHTS

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### **Excellence In Higher Education:** *The Importance Of Quality and Innovation*

BY

**PROFESSOR EMERITUS TAN SRI ANUWAR ALI**

PRESIDENT/VICE-CHANCELLOR  
OPEN UNIVERSITY MALAYSIA

Academician and Professor Emeritus Tan Sri Anuwar Ali has one mission in life – bringing about excellence in higher education. At the same time focusing on the importance of quality and innovation in higher education.

Higher education in Malaysia has undergone many changes especially during the last three decades, but none more pronounced since the transformation process that took place in the 1990s.

This saw the corporatisation of public universities as well as the establishment of private higher education institutions.

Professor Anuwar shared his varied experiences as a leader in higher education in Malaysia as well as the current President/Vice-Chancellor of Open University Malaysia (OUM).

“Today, continuing the transformation process is perhaps even more crucial as the nation gears towards these final few years before 2020 – a landmark year when we hope to achieve a developed nation status.”



**Professor Emeritus Tan Sri Anuwar Ali**

“The recent unveiling of the Malaysian Education Blueprint on Higher Education by the Malaysian Government demonstrates one such endeavour that hopes to elevate Malaysian higher education to a higher level of excellence,” Professor Anuwar said this at a talk organised by the Institute of Marketing Malaysia.

The talk was attended by two hundred delegates who took stock of the current higher education landscape and determined to be involve as to how and to what extent we can contribute to national agenda.

“Hence, it is essential for higher education institutions to strive for excellence in all relevant areas, whether from the academic perspective, or even in terms of organisational structure and institutional vision and missions.”



Academician and Professor Emeritus Tan Sri Anuwar Ali has one mission in life – bringing about excellence in higher education and focusing on the importance of quality and innovation in higher education.





It is the responsibility of our universities to develop Malaysia's talent pool, not only to cater to the demands of the industry but also to provide the country with human capital of high integrity and values which are necessary for a well-rounded development.

At the heart of any endeavour towards excellence is attention to quality and innovation. Both characteristics play a decisive role in determining the success of any higher education institution."

"Therefore, higher education must be given due consideration, especially in light of increasing global competitiveness and demands for broad improvements in the local higher education landscape," Professor Anuwar added at the CEO Talk series held at the Seri Pacific Hotel.

He also shared his views on the role of quality and innovation in achieving excellence in the context of higher education.

Professor Anuwar has over forty (40) years' experience in academia, beginning as a tutor at Universiti Kebangsaan, Malaysia (UKM), where he rose to become Dean of the Faculty of Economics and later Vice-Chancellor. He is a former Director of Higher Education at the Ministry of Education (1995–1998) and Chairman of the Malaysian Examinations Council (2001–2003).

While holding the post of the President/Vice-Chancellor of Open University Malaysia since January 2004, he currently serves as a council member of the National Higher Education Council, the National Minimum Wage Council and the Malaysian Institute of Economic Research (MIER).

"We need to ponder on two questions. The first is – how and to what extent has our universities been successful in producing the kind of human capital we need? And the second question is – are we producing graduates who have the capacity to help stimulate and sustain an innovation-led economy?"



We are inspired by OUM's success story and achievements



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Tan Sri Anuwar stressed the importance of staying focused and turning challenges into opportunities at all times.

He went on to say that universities needed to examine their curricula and pedagogies with a fine-tooth comb to see whether they were focused on inculcating an innovation-oriented mindset among graduates.

"It is the responsibility of our universities to develop Malaysia's talent pool, not only to cater to the demands of the industry but also to provide the country with human capital of high integrity and values which are necessary for a well-rounded development we are seeking to achieve," Prof Anuwar said.

The Institute of Marketing Malaysia has in past featured many corporate personalities to talk about various topics of their passion.



Let's make lifelong learning our philosophy towards a more knowledgeable community.



Photo opportunity with our host Tan Sri Anuwar (centre) and IMM council members and guests present at the CEO Talk hosted by OUM.



## MARKETING AND BUSINESS STRATEGY: FRIENDS AND NOT FOES



Assoc. Prof. Dr. Nor Azila Mohd Noor

### MARKETING AND BUSINESS STRATEGY: FRIENDS AND NOT FOES

It is a myth that a marketer's job is simply to create brand awareness. While such misunderstanding is not difficult to understand, since brand awareness results in greater sales, assuming that marketers are solely responsible to make people aware of their brand is a huge mistake. As a brand without a business is nothing, therefore, it goes without saying that marketers' first and foremost responsibility is to align marketing activities to the business strategy. In this regard, an effective alignment between marketing and business strategy is indeed a boon for marketers. After all, marketing is strategic in nature.

Business strategy encompasses many activities and plans, and certainly, the overall business strategy could not work without marketing being discussed. To be part of the overall business strategy, marketers have to work diligently with other strategic units in the company. Being a lone ranger is no longer acceptable; marketers have to be part of the pack if the overall business strategy is to work. For instance, the department that is very closely linked with marketers is the sales department. While marketers tend to have a bigger picture of what marketing is, the sales department may not necessarily have such a vision. Though both are about sales, sales and

marketing may not necessarily be speaking on the same terms or languages or tones. While marketers have a long term perspective about sales, the sales department is more concerned about making sales at the personal level and on a day-to-day basis. What appears to be a mutual relationship may actually be a competitive relationship. When this happens, setback to the accomplishment of the goals of the two departments can occur. So, what can be done to address the misalignment? For one, marketers and sales team need to start talking and continuously talking using a common language, i.e. business strategy. Both should understand how their activities are integral to the accomplishment of the overall organizational goals and how they need to work hand in hand more effectively.

Similarly, conflicts can also happen when marketers are not on the same wavelength with other departments, such as, finance or IT. As the finance department is more concerned about maintaining financial integrity of the company, any marketing activities that do not produce satisfactory return can easily be responded by severe budget cuts. When this happens, marketing activities will be more limited and rift will further widen the two. Clashes with IT department can also lead to relationship gaps. When the IT team does not understand why marketers need free and easy access to the brand's social media channels or limit the scope of a digital media campaign, the relationship between the two departments can deteriorate, affecting the accomplishment of the overall organizational goals. So, what do all these tell use? If marketers need to achieve their own goals, they cannot work alone. Working in concert by aligning their strategy with the strategies of other units or departments is crucial and imperative. If marketers want other departments to understand their needs, then they also have to take time to understand the needs of others. The relationship has to be reciprocal; one-way traffic would not do any good to marketers nor to the whole company. Last but not least, all these are necessary to build long lasting and trusting relationships for the benefit of the marketing team and more importantly of the whole company.

*Dr. Nor Azila Mohd Noor*

*Dr. Nor Azila Mohd Noor is an Associate Professor at Othman Yeop Abdullah Graduate School of Business (OYAGSB), Universiti Utara Malaysia. She holds a PhD in marketing from University Sains Malaysia (UUM). She is currently Director of DBA Program at OYAGSB. Her area of teaching and research interest are Customer Relationship Marketing, Strategic Marketing and Consumer Behavior.*



## HIGHLIGHTS

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### Sustainability:

#### *The Challenges of Leadership*

BY

**TAN SRI SITI SA'DIAH SHEIKH BAKIR**

DIRECTOR KPJ HEALTHCARE BERHAD

CHAIRMAN & PRO-CHANCELLOR

KPJ HEALTHCARE UNIVERSITY COLLEGE

As the world changes, everything around (and also within) organisations become more fluid, open to change.

Leaders and followers must be able to adapt to current trends, market demands, consumer preferences and technological advancements, to name a few.

"Failure to change and transform to meet the new standards and benchmarks will be certain doom," said Tan Sri Siti Sadih Sheikh Bakir, currently director of KPJ Healthcare Berhad (KPJ, Chairman / Pro-Chancellor of KPJ Healthcare University College (KPJUC).

She shared her views on how in facing the challenges of leadership, leaders must learn to anticipate and plan for many inevitable changes.

Speaking to about 200 people at KPJ's head office, on the "Sustainability – Challenges of Leadership," Tan Sri Siti Sadih said: "In the rapid changing world, long-term sustainability in today's business environment requires greater flexibility, consistent innovation and – most importantly – a relentless emphasis on strategic and visionary leadership."

In the event organised by the Institute of Marketing Malaysia (IMM), she added: "Leaders are the architects of the future,



**Tan Sri Siti Sa'diah Sheikh Bakir**

impacting not only businesses but also the industry... and, ultimately, the nation. This new change, however, goes beyond mere physical structures and boundaries. In line with the changes taking place in business as well as in the wider socio-economic environment, Leaders need to be Transformational."

In KPJ moving forward, Tan Sri Siti Sadih explained the challenges and strategies KPJ executed in transforming its leaders. "Through the strength of their vision and personality, Transformational Leaders are able to inspire followers to review and change expectations, perceptions, and motivations to meet common goals."

The concept of transformational leadership was initially introduced by leadership expert James MacGregor Burns. According to Burns in his book "Transformational Leadership Theory" (1978), Transformational Leadership is evident when "leaders and followers make each other advance to a higher level of morality and motivation".



At the CEO Talk Tan Sri Siti Sadih shared her views on how in facing the challenges of leadership, leaders must learn to anticipate and plan for many inevitable changes.



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Later, researcher Bernard M. Bass expanded upon Burns' original ideas to develop what is today referred to as Bass' Transformational Leadership Theory. According to Bass, transformational leadership can be defined based on the impact that it has on followers. Transformational leaders, Bass suggested, garner trust, respect, and admiration from their followers.

"Transformational leaders stimulate and inspire followers to both achieve extraordinary outcomes and, in the process, develop their own leadership capacity. Therefore, whatever we do must be sustainable and these are the challenges of leadership today," she added.



Leaders and followers must be able to adapt to current trends, market demands, consumer preferences and technological advancements, to name a few

Tan Sri Siti Sadiah had served as the Managing Director (MD) of KPJ from 1 March 1993 until her retirement on 31 December 2012. She had also served as KPJ's Corporate Advisor of KPJ Healthcare from 1 January 2013 until 31 December 2014.

She graduated with a Bachelor of Economics from University of Malaya and holds an MBA from Henley Business School, University of Reading, London, United Kingdom.

Her career with JCorp (Johor Corporation) commenced in 1974 and had been directly involved in JCorp's Healthcare Division since 1978. She was appointed as the Chief Executive of Kumpulan Perubatan (Johor) Sdn Bhd (KPJSB), from 1989 until the listing of KPJ in November 1994.

Throughout her career in KPJ, Tan Sri Siti Sadiah was directly involved in developing and implementing the transformational strategies that made KPJ one of Malaysia's leading private healthcare services provider with 25 hospitals nationwide and 4 hospitals abroad.



Success is loving your work and focusing all your attention on what you want to achieve.



## HIGHLIGHTS

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Participants took the opportunity to ask questions and learn more from the session.

Research evidence clearly shows that groups led by transformational leaders have higher levels of performance and satisfaction than groups led by other types of leaders.

“Sustainable leadership ceaselessly adds value and contributes to organisation’s long term sustainability in a rapidly evolving world. Far from being a static and routine approach to management, Transformational Leaders move in tempo with the changes taking place in business as well as in the wider socio-economic environment.”

“Truly transformational Leaders will eventually, undoubtedly, grow beyond the conventional confines of everyday business – ultimately changing their industry’s landscape, and making their mark in the world.

That is the main reason why Malaysia should strive to nurture, develop and encourage Transformational Leaders – which is very much in line with the nation’s Government and Economic Transformation Programme.”

In her speech, she also disclosed the inside story behind KPJ’s success, detailing its own sustainable and transformational leadership experience, emphasizing on capacity building and capability creation in KPJ’s three-decade journey.

Sustainability, she added: “In today’s rapidly changing world requires greater flexibility, consistent innovation and most importantly a relentless emphasis on strategic and visionary leadership.



Thumbs up and smiles from everyone





Some of IMM Council members with our gracious host Tan Sri Siti Sadih (fourth from left)

As markets evolve, leaders have a bigger responsibility to ensure the continuous building of their organisational capacity, expanding the range of capabilities and create unceasing value for customers, stakeholders and employees alike."

Therefore, leaders are the architects of the future, impacting not only businesses but also the industry and ultimately, the nation.



A memorable event for all present. Thank you to our gracious host for your warm hospitality.



## FEATURE

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# EXCEEDING SALES TARGETS - There is a way to get your sales team to exceed targets.

Tom Abbott an international sales expert and author of The SOHO Solution and Social Selling said the way to do it is for your team to master leadership techniques.

In a one-day Sales Leadership workshop, he encouraged more than 100 people to be more autonomous, proactive and high performing in sales.

To make the difference, Abbot said that organisations should lead a team of sales professionals to reach their potential and consistently adopt desired selling behaviours.

Motivating and providing incentives to sales teams is the way to go. Performance reviews, praise and reprimanding when necessary is the way to do it.

Building a high performance sales culture and helping sales team to overcome day-to-day challenges and find their own solutions is vital in increasing sales.

Continue to work with your team to inspire them to reach their maximum sales potential and at the same time keep asking powerful questions that will evoke discovery, insight and commitment to action.



Tom Abbott an international sales expert and author of 'The SOHO Solution' and 'Social Selling'

Make sales teams accountable for achieving sales targets, Abbot said this at a one-day Sales Leadership seminar organized by the Institute of Marketing Malaysia.

He has coached multinational corporations with salesteams across Asia Pacific to help them generate leads, stand apart from competitors by closing more sales in less time.

Reportedly, his client's closing percentages increased from 20% to 50% within months of training.

In his seminar, he energized audience and used proven solutions demonstrating on how to build high sales teams.



Organisations should lead a team of sales professionals to reach their potentials and consistently adopt desired selling behaviours.





Make sales teams accountable for achieving sales targets.

About 100 CEOs, executives and managers attended the seminar held at Menara Kuala Lumpur.

The other key points of his seminar were:

- **The difference between sales leadership, sales management and sales coaching.**
- **8 different leadership styles and what really works**
- **How to motivate and incentivize sales teams**
- **Performance reviews, praise and reprimands**

- **Sales interview questions**
- **7 power selling assets your sales team needs**
- **Building a high performance sales culture**

Abbott's sales strategies, a sales leadership and social selling programmes impart cutting-edge best practices gleaned from fifteen years of working with global market leaders in every major industry including Crocs, Fuji Xerox, Marina Bay Sands, Singtel and Tissot.



Tom presenting Certificates of Attendance to participants.



In a one-day Sales Leadership workshop, Tom encouraged more than 100 participants to be more autonomous, proactive and high performing in sales.



## EVENTS

# IMM TREASURE HUNT



Institute of Marketing Malaysia moved away from its traditional Annual Bowling Tournament and decided to organize a Treasure Hunt. The main objective of the Treasure Hunt was to bring together IMM members and business associates for a fun outing and also to provide opportunity for networking amongst all present. The Treasure Hunt was also organized to help promote Malaysia's Tourism Industry's Visit Malaysia Year campaign by using routes leading to various touristic spots in Klang Valley. The event was also opened to all members, families and friends of the Institute.

After months of planning and preparation, the Institute's Inaugural Treasure Hunt finally took off on a cool Saturday morning with 33 cars/teams participating in IMM's year-end event.

The Federation of Malaysian Consumers Association (FOMCA) registered the largest number of teams/cars with 6 teams participating. The other teams came from Telekom Malaysia, Malaysia Airports Holdings Berhad, Koperasi Gemilang Malaysia Berhad, KPJ Healthcare Berhad, Multimedia College Sdn Bhd, Pharmaniaga Berhad, PLUS Malaysia Berhad, Putra Business School, SMECorp Malaysia, Menara Kuala Lumpur, UPM and UNIRAZAK.



The event also received very good support from other organizations namely Pembangunan Sumber Manusia Berhad, Yayasan CNI, Cerebos (M) Sdn Bhd, Nestle Products Sdn Bhd and Berkat Vista for their contribution of door gifts, lucky draw prizes, food hampers and petrol vouchers for the Treasure Hunt participants.



Three main points were used as the routes for the Treasure Hunt – Flag Off at PLUS Malaysia Berhad Headquarters, Persada PLUS Subang, then off to Menara Kuala Lumpur for the Mid-Point Challenge, and ending at Multimedia College, Jalan Gurney, Kuala Lumpur.

PLUS Malaysia Berhad hosted breakfast for all participants and guests. YBhg. Dato' Noorizah Hj. Abdul Hamid, PLUS Malaysia Berhad's

Managing Director & CEO officiated the Flag Off for all 33 cars at 9.00am and was joined by several top management from PLUS and IMM Council members to cheer the participants.

The teams started to arrive at Multimedia College (MMC) the finishing point by noon. MMC hosted the event venue, entertainment as well as other logistics for prize giving whilst lunch was hosted by Tourism Malaysia Selangor.



All ready for the flagoff by YBhg. Dato' Noorizah Hj. Abdul Hamid, Managing Director & CEO PLUS Malaysia Berhad.





IMM's Treasure Hunt came to a close at 2.00pm. The Closing and Prize Giving Ceremony was officiated by Encik Abdul Halim Hamid, Acting Chief Executive Officer of Multimedia College. Multimedia College used the occasion as part of their students' assignment undergoing Event Management Program with many activities organized around the College compound, making the atmosphere very carnival-like. Over sixty volunteers and staff from MMC supported the closing event.

While waiting for results to be announced, there were several rounds of Lucky Draw as well as a cultural performance by Multimedia College's own students.



Busy looking for treasure.

Mr. Jayaram Menon the Treasure Hunt Consultant finally presented the Treasure Hunt answers at around 2.45pm and announced the winners. The winners line up based on highest score consisted of top five teams with Team MU emerging as the Champion followed by Telekom Malaysia's "Team Pemburu" in second place, Team "Crazie Cuzies" from FOMCA in third place, and the fourth and fifth place went to Team "Pharma C" from Pharmaniaga and Team UPM respectively. The event ended around 4.00 pm.

Overall IMM's Inaugural Treasure Hunt was a huge success, and IMM thanked all Corporate members, Tourism Malaysia Selangor, participants and everyone involved for their support and contribution in making the event a success.

We look forward to your continued support and participation at our next Treasure Hunt in 2016!



It was a fun-filled day for all participants, family and friends. Everyone had something to take home. Congratulations to the winners and a BIG thank you to all.



## FEATURE

Marketeer



International Speaker Alan Stevens.

# USING INTEGRATED MARKETING FOR YOUR SUCCESS

Your business reputation depends on how you are perceived.

International Speaker Alan Stevens, Past President of Global Speakers Foundation, author and journalist said "Whether you represent a global corporation, a brand or simply yourself, knowing how to integrate traditional and social media into your business is an essential business skill you must have and the benefit to your business can be huge." This will enable you to transform and maintain the image of you and your brand .

If you perform well, you will be seen as trusted and reliable, as a result your company will win more customers which in return giving you a significant competitive advantage.

In a One-Day Seminar on Integrated Marketing organised by the Institute of Marketing Malaysia, Stevens added: "You need to understand how important your reputation is to your business or personal success. You want to learn how to communicate in the most effective way possible to deliver the message from your organizations across hence transform your business successfully online and offline."



You need to understand how important your reputation is to your business or personal success.

Author of "Media Coach" Stevens said: "Public Relations is about managing the flow of information between you (or your business) and the public. That's all there is to it. These days, the flow is not one-way. You ping and stuff comes back. Some people are handling this two-way information flow better than others."

In this hands-on manual, 25-year media veteran and coach, Stevens shows you how to combine a powerful core message with an integrated publicity campaign and 'ping' your audience to raise your profile and profits. Whether you want to promote yourself or your business this book will show you how you can do it at very little cost and engage with an audience larger than you ever thought possible.

"Ping is not about social media only. Ping is not about traditional media (TV, radio and print). Ping is about both," said Stevens a former TV presenter. He has been involved in over 2,000 radio and TV interviews, uniquely placed to give insights about the media, and how individuals and organizations can improve their business and image.

He explained to the participants, comprising CEOs, Senior Managers, marketing managers and executives on how to combine a powerful core message with an integrated publicity campaign and 'ping' the audience to raise a company's profile and profits.





Alan explained to the participants, comprising CEOs, HODs, senior managers, executives and entrepreneurs on how to combine a powerful core message with an integrated publicity campaign and 'ping' the audience to raise their company's profile and profits.



The Pocket Media Coach provides simple, easy-to-follow advice - even if you are due on air in 15 minutes! With a combination of 5-minute guides, essential check lists and trade secrets, this guide provides a toolkit to help you cope in any media situation. In simple language, it explains how to create and deliver a core message, how to use body language, and how to answer tricky questions.



Alan presenting Certificate of Attendance to participants.



Feeling good and a great learning experience for all participants.



## FEATURE

Marketeer

# Why You Need To Sell Using Social Media

**In this era of social media, social selling is the evolution of sales. Get connected to buyers and sellers on social media to succeed, is what Tom Abbott propagated.**

Through social media you can learn more about your company and competitors. Social media has changed the buying process and as a result, the selling process.

**What Exactly Is Social Selling?** Tom Abbott, a sales expert, motivational speaker, thought leader, has pioneered the evolution of sales processes through social media.

**“Learners are earners. So, all you got to do in social selling is prospect, position and present your ideas to clinch the deal.”**

**“Come up with an exciting story and connect with the audience. Explore what is that they want to gain in sales. You got to work at it. No pain, No gain.”**

**The way to identify this is through your competitors and find out what is your biggest challenge?**

**Abbott proposed a business page in Facebook. “To get recognised in the industry is to tweet, retweet, Instagram, Facebook, LinkedIn and emails to stay in contact with your clients.”**

**His seven pillars of social selling are:**

- Management Mastery
- Attitude Advantage
- Prospecting Power
- Differentiation Dominance
- Presentation Perfection
- Sustainable Selling
- Social Selling



Tom Abbott, a sales expert, motivational speaker, thought leader, has pioneered the evolution of sales processes through social media.

“Did you know that 89% of purchases (75% for B2B) start with an online search? Today’s socially savvy buyers don’t even contact you (or your competitors) until 57% of the purchase process is complete. Social media selling provides you with a never before seen opportunity to influence buyers to approach your business.”

“So what exactly is social selling? It’s the practice of incorporating social networks in your sales process, from prospecting to positioning to presenting. Social selling doesn’t replace the sales fundamentals, but instead evolves them. Today, social media provides sales professionals with the opportunity to engage with future customers directly without even picking up the phone. No more buying lists. No more cold calls. No more gatekeepers,” said Abbott, a regular contributor to Singapore Business Review and Singapore Marketer.

Abbott was speaking at Social Selling seminar held recently organised by Institute of Marketing Malaysia.



At the seminar Tom told participants that some best practices for social selling has showed that 64% of sales teams who use social selling reach sales quotas versus 49% who do not adopt it.



Speaking to more than 100 CEOs and marketing executives he said: "In my work with business owners and sales professionals throughout Asia-Pacific, I've noticed some best practices for social selling. In fact, 64% of sales teams who use social selling reach sales quotas (and 15% more contract renewals) versus 49% who do not adopt it."

#### Abbott suggested four steps for you to find your prospect:

- **Find Your Audience.** Know where your target customers are congregating on social media. Success in social selling requires discovering the top three ways of consistently reaching large numbers of your target customer.
- **Have Conversations with Prospects.** Join discussions where prospects share their goals and challenges. Before promoting products that you love, find out what your customers love.
- **Generate Sales Leads.** Capture email addresses from prospects and fill your sales funnel. Link back to your option page by offering and delivering something of value in exchange for their contact details.
- **Get Past Gatekeepers.** Qualify prospects and reach decision makers. Use search tools to identify stakeholders and confirm need, budget and decision-making authority.

#### Then he listed six Steps of Social Selling:

- **Demonstrate Your Expertise.** Position yourself as an authority and thought leader. Being an expert in your field will make you a more valuable resource. This will simplify and shorten the buying process.
- **Differentiate From Competitors.** Stand apart from competitors by communicating what's important to your prospects with your unique message. Share the essential elements of what your business is about.
- **Assess Prospects' Needs.** Ask the right questions to uncover problems and identify the needs of your prospects. This will better position you as the ideal solution provider.
- **Deliver Sales Presentations.** Share solutions through online presentations. Plan your benefits, your answers to objections and your materials in advance.
- **Ask for the Sale.** Convert conversations to closed deals. Closing is easy if everything is handled properly throughout your presentation. Focus on prospects' dominant buying motives. Make it easy for them to buy from you.
- **Get Spin-off Business.** Use introductions and recommendations to get more business. Demonstrate how you can support your customers in solving their problems. Establish a partnering relationship.

Social selling, Abbott emphasized would not replace the sales fundamentals, but instead evolves them. If you're not evolving your selling, prospects will be contacting your competitors instead. "Challenge yourself and start by answering this question, Where are your target customers congregating on social media?" said Abbott the author of *Social Selling*.



At end of seminar participants posed for a group photo with their trainer Tom Abbott.

## DEVELOPING A HOLISTIC MANAGEMENT FRAMEWORK ENCOMPASSING CORPORATE SUSTAINABILITY



Dr. Devika Nadarajah

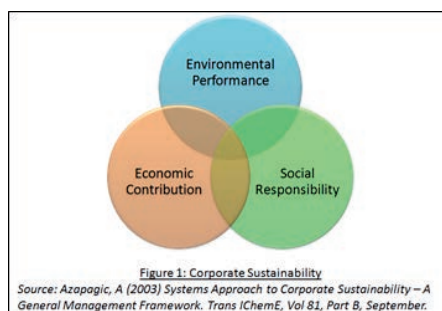
### DEVELOPING A HOLISTIC MANAGEMENT FRAMEWORK ENCOMPASSING CORPORATE SUSTAINABILITY

Industrialisation, economic and social developments have taken a toll on our environment. The degradation of our environment at the cost of modernisation has caused worldwide concern. Efforts are undertaken at various capacities to sustain the environment for future generations. Many organisations around the world have come to realise that they have a key role to play in creating a sustainable future ... including Malaysian based organisations.

Sustainable development has been around since the twentieth century with underpinning concerns on deforestation and general environmental issues. Only after the Brundtland Report in 1987, sustainability development began gaining its true form. Aspects included within the context of sustainable development are economic, environmental and social domains. Sustainability development in the context of organisations is also known as corporate sustainability. Within the scope of businesses, corporate sustainability takes on the definition by the World Business Council for Sustainable Development (WBCSD), as follows:

*"Eco-efficiency is achieved by the delivery of competitively priced goods and services that satisfy human needs and bring quality of life, while progressively reducing ecological impacts and resource intensity throughout the life-cycle to a level at least in line with the earth's carrying capacity."*

In the past, sustainable development or corporate sustainability was something organisations frequently mentioned in their policy statements, press releases and financial reports. Little notice was taken as to whether these organisations were actually fully implementing their plans for sustainability. Organisations began realising that there is huge marketing potential when they have demonstrated sustainability practices. Consumers at large are now showing preference and willingness to purchase from such organisations. As government regulations and consumer expectations heighten, organisations began moving towards putting into action their sustainability policies and plans. Now it is time to take this a step further. Organisations should demonstrate effectiveness of their corporate sustainability activities through key performance drivers. After all, if strategic objectives are tracked and monitored via key performance drivers, why not practise the same for corporate sustainability activities? Aren't both within the purview of senior management? In addition to ensuring economic contribution and social responsibility, organisations should also include environmental performance in their radar, as shown in Figure 1 below.



The underlying message is that sustainability should be addressed as an integrated component of the organisation and not as an additional feature of the organisation. This calls for a holistic management

framework which addresses corporate sustainability.

Moving from current practices to corporate sustainability practices can be challenging. Nevertheless, sustainability can lead towards long term operational efficiency and cost savings while opening doors to greater marketing potential. Some of the key measures of environmental performance include air emissions, energy usage, contribution to global warming, noise, rate of resource depletion, amount of solid waste, amount of water used and emissions to water. These indicators can be easily measured, tracked and monitored for implementing and demonstrating continuous improvements on sustainability.

Sustainability is necessary for safeguarding the quality of life of future generations. Inculcating sustainability in practice requires a paradigm shift from traditional business practices, calling for commitment from all levels within the organisation.

Dr Devika Nadarajah

*Devika is a Senior Lecturer at Putra Business School. She worked in the industry for over 10 years and after embarking on her PhD in Business Process Management, she made a career transition to the academia. She teaches Business Statistics, Business Research Methods and Operations Management. Devika is the Executive Editor for Asian Journal of Case Research.*



## CRAFTING STORIES ON INSTAGRAM



Dr. Haliyana

### CRAFTING STORIES ON INSTAGRAM

Research shows that Instagram is becoming a significant platform for brand marketers to leverage due to its high user engagement rates. To date, more than half of Instagram users use the application on a daily basis. Users on Instagram are even interacting with brands that do not have an official Instagram presence through the use of hashtags (#). From a marketing perspective, pictures are a crucial element that will wow any consumers.

When it was first introduced in 2010, Instagram is a mobile photo sharing platform that enables real time photo sharing. The application was quick to gain public attention, and starting to be repurposed for business. Instagram Marketing encourages a better engagement with a brand and create a strong, loyal followers and customers.

A study by Forrester Research have also found that top brands' Instagram posts generated a per-follower engagement rate of 4.21%; *which means Instagram delivered these brands 58 times more engagement per follower than Facebook*, and 120 times more engagement per follower than Twitter. This higher engagement rate means that there are many opportunities for marketers to untapped potentials for mobile-commerce of their businesses.

Photographs on Instagram are choreographed in different angles, filtered, enchanted with wordings and published to the public using smart phones

or digital cameras. The photographs are posted in regular intervals hoping to gather as many views as possible and to promote sales. Photographs on Instagram have shifted our expectations on images and everyday aesthetic. The ephemeral of photographs in social media including Instagram is different; they are about realism, urbanization, attention to details and creativity.

It is intriguing to understand consumer preferences with it comes to which photographs that engage them and influence their buying behaviour. It is important for marketers to know that different photographs have different effect on different viewers. According to Barthes, photographs have two different effects on the viewer; 'studium' and 'punctum'. A 'studium' or informational and aesthetic value is available to anyone. However, a 'punctum' (a shock, thrill or emotion elicited by the photograph) is specific to the individual. A photograph that touch one's heart and influence action is said to have a 'punctum' on the viewer.

Last year, we conducted a study on an SME in the baking industry. Based on our findings, viewers are more interested to see photos that give detailed attention to the baking products. However, this is different in the retail industry, where photographs of the owners' lifestyle engage more viewers than the product itself. In the clothing industry for example, people-photos gain more engagement than non-people photographs. Apart from the photographs, the caption is also important to attract consumer attention.



Instagram is not just another means for marketing. It is about crafting stories for your brand. Powerful photographs carry great stories. A good story is the backbone of word-of-mouth marketing. The realism portrayed in photographs gives hope to your customers to aspire for the same experience. When a creative photograph marries a beautiful caption, it certainly will engage your customer thus influencing their purchasing behaviour.

Dr. Haliyana

*Haliyana Khalid holds a position as a Senior Lecturer and the Head of Information Systems at Putra Business School. Haliyana is also responsible for the social media presence of the School- involves in creating the content strategy, develop brand awareness, generate inbound traffic and creating an engaging online community.*



## ALIBABA'S BUSINESS IN TRUST



Dr. Tee Keng Kok

### ALIBABA'S BUSINESS IN TRUST

One of the most prominent e-commerce companies last year was Alibaba. If you are wondering whether I am referring to the one that raised USD21.8 billion on its public listing on 19 September 2014, you are right. This is the same company which stock had jumped 38% on the first day after the record IPO. If you are not impressed yet, Alibaba had raised above the more familiar companies like Facebook with its mega IPO at USD16 billion in 2013, Twitter at USD2 billion, and JD.Com at USD1.78 billion.

After making the record headlines last year, would this giant e-commerce company's strength dwindle and end up being another tech-fad? Well, what makes Alibaba so interesting is in its ability to connect you to manufacturers and suppliers around the globe that produce and supply just about anything. Alibaba brags of inventing a new model in the online shopping business in a way never seen before.

One of the most unique and engaging features of Alibaba is its payment system: Alipay. How does Alipay work? Let's say you are a customer, Alipay holds your money and releases to the seller only when you are satisfied with what you have received. Alipay does not release payment to the seller until after 10 days after the product is shifted. Unlike Paypal, customers pay directly to the seller when the order is placed. This way, customers will always get their money back when their purchases do not meet the mark. With that

in 2012, Alipay's market share consists of about 50% of China's online payment system with Tenpay at 20%, Unionpay Online at 9.3% and others at 21.5%.

Now, what makes Alibaba *truly* successful? It is actually the oldest marketing tool your teachers keep telling: placing your customers as the number one priority. This way, Alibaba is successful in placing its customers at number one by earning their *trust*. Not only does Alibaba build trust locally, it successfully built global trust through local credibility - the mechanism that will ensure the quality of goods. If you look at this modern business from a traditional sense, Alibaba is playing the role of a matchmaker and it takes the matchmaking role very seriously by ensuring both parties live up to each other's expectations. The process will self-eliminate the parties that cannot live up to the other party's expectations. Apart from that, if one party is unhappy, the "money-back guarantee" regime applies. What Jack Ma needs to do is to make sure Alibaba plays the matchmaker role well. People flock by the numbers if a matchmaker "guarantees" the quality of your bride or bridegroom-to-be, don't you think so?

Alibaba is the largest social e-commerce company that is set to change mind-sets. Who would think an e-commerce company could achieve so much? The secret ingredient to the success of Alibaba lies in its ability to earn *trust*. It created a new trust. In May 2013 alone, 24 billion transactions happened. In other words, 24 billion trust were circulating. Today, marketers could learn the basic building block of relationships with their customers basing simply on *trusts*.

Dr. Tee Keng Kok

*Dr. Tee currently serves as a Senior Lecturer and Chief of Accreditation at Putra Business School. He teaches Corporate Social Responsibility, Organizational Behavior, and Human Resource Management. One of his many passions is writing cases. Dr Tee has written cases in Journals and has supervised MBA students in writing problem solving-based cases to solve organizational challenges. He is currently Putra Student Association's (PSA) adviser. As an adviser, he works very closely with students through embedding the value of Human Governance while fulfilling their potential.*





## SOCIAL MARKETING: CHANGING TRENDS AND BEHAVIOUR

### SOCIAL MARKETING: CHANGING TRENDS AND BEHAVIOUR

Social marketing is relatively unheard of in Malaysia. It should not be confused with social media marketing, which is the use of social media as tools to market the product. Social marketing is an approach by the interested party, which then develops activities targeted at changing, modifying or maintaining people's behaviour for the benefit of the individual and society as a whole. It is a combination of commercial marketing and sociology and may use conventional marketing or social media or the combination of both as the methodology in the application of social marketing.

Social marketing is an effective tool in influencing people's behaviour in sustainability, green technology and environmental issues. This tool help create awareness on an issue thus altering the perception of the public leading to a change towards the way they think and behave.

Social marketing approach is about seeing the target audience from their perspective, defining the objectives for the target audience, evaluating if the benefits and barriers outweigh the quantitative and qualitative costs and finally using a multitude of activities to achieve the objective. There are three sequences in implementing social marketing; policy, strategy and implementation and delivery.

The policy of the Penang Government was for the removal of plastic bags from the environment. The strategy was the imposition of a ruling raised in the Penang Assembly to ban plastic bags in the retail sector which was then translated into local law. The implementation and delivery was the imposition of a 20 sen



*Assoc. Prof. Dr. Amir Raslan Abu Bakar*

penalty per plastic bag to the consumer that requests it at retail outlets to discourage the consumers from using plastic bags and as a motivation for them to bring their own bags. Suffice to say, most consumers now as a matter of habit bring along their own bags and the sight of the ubiquitous red plastic bags choking the drains and dump sites has become increasingly rare.

The above explanation is a brief summation of social marketing; however for social marketing, which is essentially a facet of change behaviour, it entails the study of many criteria such as behavioural inclination, human biasness, prejudices, gender orientation and a whole gamut of knowledge related to that objective. The above Penang Government's "no plastic bag" campaign was a simple example of social marketing.

The Singapore Government is renowned for their numerous successful social marketing campaigns over the years, even to what it might seem to be as absurd, "no chewing gum" policy. The Malaysian government's numerous social marketing policies have not been seen as being that effective is due to their poor implementation and delivery.



*Noor Mohamed Mohamed Younus*

The Malaysian Government should consider roping in "behavioural scientists" or social marketing practitioners to ensure the effectiveness of the social marketing programmes. There are many pressing issues at hand such as the discard of babies, Mat Rempit, school bullying and drug addiction. It may not totally eradicate the issues but it would surely mitigate it from festering into a "boil".

#### **Assoc. Prof. Dr. Amir Raslan Abu Bakar**

*Amir Raslan Abu Bakar is the Associate Professor of Practice and Director of Quality of Assurance at the Putra Business School. He holds a PhD specializing in Corporate Reputation Management from the University of Cambridge.*

#### **Noor Mohamed Mohamed Younus**

*Noor Mohamed is a PBS Fellow, and lectures on Marketing, Industrial Relations and Financial Planning to MBA aspirants. He is from the industry and joined the academia in 2013, after 23 years in the stock market sector. He also oversees in business development for PBS i.e. developing courses and workshops for the public and private sector. He is a Certified HRDF trainer.*



## SHIFTING GLOBAL MARKETING PARADIGM ON CORPORATE SUSTAINABILITY: A LETHAL WEAPON TO TURBOBOOSTING MARKET OPPORTUNITIES



Dr. Kamala Vainy Pillai

### SHIFTING GLOBAL MARKETING PARADIGM ON CORPORATE SUSTAINABILITY: A LETHAL WEAPON TO TURBOBOOSTING MARKET OPPORTUNITIES

The burgeoning notion of corporate sustainability, despite its many eponyms – from corporate social responsibility (CSR), corporate governance, corporate citizenship to triple bottom line reporting – takes an impenetrable stronghold at a global level effectively with the launching of the Sustainable Development Goals (SDGs) end 2015. What was once regarded as voluntary and nice, is now set to shift both public and private sector attitude across the planet from fully developed to less developed nations for the next fifteen years until 2030.

While the concept of corporate sustainability is not a new one, the adoption of innovative practices, such as green technologies, sustainable supply chain management, social inclusiveness and renewable energy sourcing are indicative of the fast evolving private and public sector landscapes.

Globally, corporate sustainability reporting is found to offer multi-fold benefits: first, opportunity to strengthen corporate reputation; second, influence both existing and potential customer buying decisions; and third, tap into the huge pool of green investment funds for business growth.

Not surprising, the inherent competitive potential of sustainability for business has led to an exponential rise in sustainability reporting as an integral part of marketing and communication strategy.

#### How does SDGs and sustainability trend impact Malaysian companies?

Emerging markets rankings by MSCI Emerging Market Index 2015, Fortune

2015 and Bloomberg Markets in 2014 listed Malaysia in the Top 5 Emerging Asian economies together with Thailand. IMF defines emerging markets as countries with a strong potential for higher growth – two or three times faster compared to their counterpart with a strong potential to becoming major players at the global level. These global rankings, inadvertently, imply a positive climate setting for state, federal government and business in Malaysia.

As socially responsible institutional investors pervade Asia, sustainability reporting is seen as a key barometer for investment decision and assessing potential market value of companies. According to KPMG's study, 71 per cent of companies based in Asia Pacific published sustainability reports in 2013 compared to 2011 when only less than 50 per cent reported.

The evolving state on sustainability and the launch of SDGs inadvertently means that less developed or developing nations like Thailand could potentially raise their competitive profile and gain a piece of the global market share from existing players.

#### Time for strategic action: Corporate sustainability as a lethal communication weapon

Post 2015 presents an opportune time for Malaysian companies to strategise and position their business – as global corporate players are motivated to seek business partnerships with sustainability-driven firms that would enable them to sustain and grow their market share.

By aligning corporate sustainability initiatives in line with Sustainable



Development Goals (SDGs), Malaysian companies could create and tap on opportunities despite a glum prediction

of the global market post 2015. Here, the ability to widen one's business attractiveness to premium investors with premium market access rather than merely settling with importers or partners that offer poor returns. Poor returns often lead to the spiralling down of business performance led by poor supply chain management, reduced quality of labour practices, social media backlash and negative reputation.

While the awareness of SDGs may be

high among business and public sector, not all companies are clear on the course of tangible action for business advantage. Three important strategies for consideration:

**1. Align corporate goals with SDGs:** SDGs sets out 17 global goals that would be adopted by nations post 2015. Go to <http://www.un.org/sustainabledevelopment> to understand better and identify goals & indicators that are in line with your business and industry.

**2. Join IMPACT 2030:** It is critical for Malaysian companies to align with global players and hence, companies could consider being part of IMPACT 2030, a business led initiative by global companies to demonstrate commitment to global goals by getting employees involved in employee volunteer programs. The brand presence of your business through IMPACT 2030 would be significant.

**3. Utilize GRI reporting standards –** There is a general tendency for companies to 'beef up' or beautify the triple bottom line reporting section annually with limited focus on year-to-year measurement. It's high time to follow on GRI (Global Reporting Initiative) – available online that provides free access to simple and detailed guide on how to measure and report indicators. A study of public listed companies undertaken in 2015 on emerging markets found that Thai companies are ahead of Malaysian companies in adopting GRI reporting which has further strengthened Thailand's business attractiveness globally.

In conclusion, be **Distinct** by making corporate sustainability reporting a serious matter. Strengthen sustainability reporting by adopting international guidelines like GRI. Publicise **all sustainability** initiatives through your corporate website. Sustainability reporting should not be considered as a mere statutory mandatory output but a **strategic tool for competitive global advantage** by unleashing business potential and **tapping into new markets and partnerships** post 2015.

Dr. Kamala Vainy Pillai

Dr. Kamala Vainy Pillai lectures at Curtin University Sarawak on Public Relations Planning & Evaluation, Transmedia Storytelling, Cross Cultural Communication and Corporate Public Relations. She holds a PhD specializing in corporate social responsibility & stakeholder collaboration. Her ongoing focus is on corporate engagement with NGOs, indigenous people and sustainable development.



## 26th ANNUAL GENERAL MEETING

### 26th COUNCIL MEMBERS 2015-2017



**Seated (from left to right) :** Prof. Dr. Samsinar Md. Sidin, Shahana Azlan, Assoc. Prof. Dr. Nor Azila Mohd Noor, Dato' Sharifah Mohd Ismail, Prof. Datuk Dr. N. Marimuthu, Datuk Lawrence Chan (Advisor) and Assoc. Prof. Dr. Leow Chee Seng.

**Standing (from left to right) :** Veejayaasegaran, Nitthiyanathan Lachumanan, Tengku Nila Putri Tengku Ilham, Fairuz Muchtar, Siti Badarny Shamsaifah Hassan, Mohamed Sallauddin Mohamed Shah, Haslina Azlan, Sarah Tan Mee Loo and Ashok Rudy Ratnanesan.

The Institute of Marketing Malaysia (IMM) held its 26th Annual General Meeting (AGM) on 13 June 2015 at Best Western Hotel, Petaling Jaya and was attended by 37 members, comprising of various categories of IMM members. Eleven (11) Council members were re-elected at the AGM, with two (2) new Council members nominated and thereafter elected to fill the vacancies left by two previous Council members who did not wish to be re-elected. The Fifteen (15) Council members will serve their 2-year term (2015-2017) at the Institute.

The incumbent President, Dato' Sharifah Mohd. Ismail, was unanimously elected to her seventh term whilst Professor Datuk Dr. Marimuthu Nadason, President of FOMCA, was elected as the Vice-President. Other Council Members elected as office bearers included Haslina Azlan, Manager, Consumer Sales Selangor, Telekom Malaysia as Honorary Secretary while Associate Prof. Dr. Leow Chee Seng, Associate Professor and Dean of Graduate School, IIC University of Technology, was elected Honorary Treasurer.



Feedback and comments from members are important to the growth of the Institute and with your support the Institute will strive to remain relevant and current in the industry locally and globally.



## AGM

### Marketeer



IMM shall continue to focus its efforts on training and education as its core business and provide value-added benefits to all members.

The Institute's Performance Report for the year 2013-2014 was presented by the incumbent President who reported that the period under review witnessed continued growth for the Institute. The Institute recorded an income surplus of RM106,502 at the end of 2013 while membership continue to increase at an encouraging rate especially in the Ordinary membership category. IMM was proud to be able to plough back its income by organizing various training programs, seminars, CEO Talks and other activities that benefited its members as well as other professionals in the country.

Dato' Sharifah reported that IMM continued to focus its efforts in the areas of training and education as its core business. A total of twenty-one (21) seminars and training programs for its members both in-house and public programmes were organized by IMM. With the help of the training grant received from Pembangunan

Sumber Manusia Berhad (PSMB), who now administers the SMLs/SMEs Skills Upgrading programmes, IMM was able to continue to provide quality training to SMLs and SMEs of various sectors.

Dato' Sharifah also reported that between 2013-2014, IMM successfully organized six CEO Talks, three each in 2013 and 2014. In 2015 IMM managed to organize three more CEO Talks by the CEO of Inland Revenue Board of Malaysia, the President and Vice Chancellor of Open University Malaysia and Director KPJ Healthcare. All these CEO Talks received overwhelming support and participation from members and other professionals in the industry.

The President once again reassured all present at the AGM that the Institute will strive to remain relevant and current in the industry locally and globally, and continue to provide value-added benefits to all its members.



Council members all ready to serve the Institute.





Some of AMF delegates who attended the 1st ASEAN Marketing Summit.



## ASIA MARKETING FEDERATION (AMF) MEETING IN JAKARTA



The meeting discussed various topics of interest around the region, updates on members' activities and programmes as well as the global trends in marketing. It is truly an excellent platform for networking and exchange of ideas amongst all

This gathering also brings everyone closer in the true spirit of friendship besides fostering closer ties and international cooperation among Asia marketing institutions in the areas of growth and education.

Our President Dato' Sharifah together with Haslina Azlan our Hon. Secretary and Siti Badarny our Assistant Hon. Secretary attended the AMF Board of Management meeting in Jakarta recently.

This meeting normally held three to four times a year is attended by the President and representatives of the National Marketing Association of member countries from Asia. The recent meeting in Jakarta was attended by representatives from Bangladesh, Cambodia, China, Hong Kong, Indonesia, Korea, Philippines, Thailand, Singapore, Sri Lanka, Vietnam and Myanmar.

In conjunction with the meeting hosted by Indonesian Marketing Association (IMA) delegates also had the opportunity to attend the First ASEAN Marketing Summit themed Think New ASEAN.

The Summit organized by Mark Plus Indonesia became more special when we had the opportunity to listen to a talk delivered by world renowned Marketing Guru Prof. Philip Kotler on Marketing New ASEAN. Prof. Philip Kotler also shared his thoughts and insights on the challenges of modern marketing especially with the emergence of social media and digital marketing.

The next AMF BOM will be held in Phnom Penh Cambodia in March 2016.



AMF President Mr. Takuya Goto from Japan presenting AMF membership certificate to IMM President.



IMM delegates with Prof. Philip Kotler



Bangladesh



China



Cambodia



Hong Kong



Indonesia



Korea



Malaysia



Myanmar



Philippines



Singapore



Sri Lanka



Thailand



Vietnam

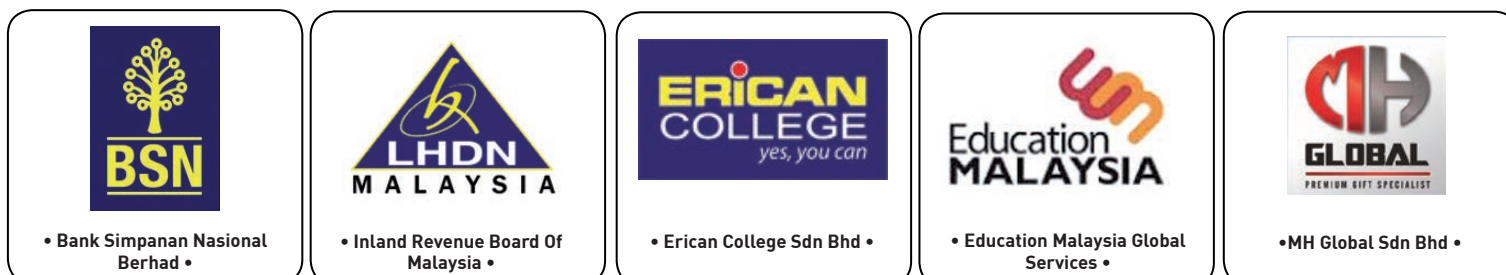


## MEMBERSHIP UPDATE

Marketeer

### NEW CORPORATE MEMBERS

Congratulations and a warm welcome to FIVE (5) new Corporate Members who joined the Institute in 2015.



### Corporate Membership Renewal

Thirty-one (31) Corporate Members renewed their membership with IMM between the period November 2014 to October 2015. The Institute would like to thank the following Corporate Members for their renewal :





## MEMBERSHIP UPDATE

Marketeer



• Universiti Putra Malaysia •



• Puncak Niaga Holdings Bhd •



• Universiti Malaysia Kelantan •



• UCSI Education Sdn Bhd •



• Agensi Inovasi Malaysia (AIM) •



• Segi Universiti Sdn Bhd •



• Curtin University Sarawak •



• Bank Islam Malaysia Berhad •



• Quest International University Perak •



• Malaysia Productivity Corporation •



• PROLINTAS •



• Siemens Malaysia Sdn Bhd •



• Othman Yeop Abdullah Graduate School of Business – Universiti Utara Malaysia •



• Menara Kuala Lumpur Sdn Bhd •



• Media Prima Berhad •



Universiti Kuala Lumpur (UNiKL)  
• Universiti Kuala Lumpur •



• Open University Malaysia (OUM) •



• ABC Mediaworks Sdn Bhd •



• Malaysia Airports Holdings Berhad •



• Putra Business School •

## MEMBERSHIP UPDATE

Marketeer

### Individual Membership Updates

The Institute registered ONE HUNDRED (100) New Ordinary Members and THREE (3) New Student Members from November 2014 until October 2015.

### New Ordinary Members

Congratulations and a warm welcome to all our new Ordinary Members who joined the Institute from November 2014 until October 2015.

No.	Name	Profession	Company/Organization
1	Abdul Rahim bin Abdul Salam		
2	Adila bt. Mohd Khamis	Senior Clinical Asst.	Quintiles (M) Sdn Bhd
3	Amirudin Ariffin	Mechanical & Piping Inspector	Freelancer – Oil & Gas
4	Azizul Rahman Bin Mohamed	IT Manager	RHB Bank, Bangi
5	Azlina Bt Yahya	Secretary	Majidah Design Sdn Bhd
6	Che Wan Zainul Annuar	Chargeman	DiGi Telecommunication Sdn Bhd
7	Eda Rohayu Bt Mohd Omah	Self Employed	-
8	Erdayanti Bt Muchtar	Showroom Controller	Crescent News KL Sdn Bhd
9	Faisal Nazrin Bin Zainuddin	Project Executive	Air Asia Berhad
10	Hasmalina Bt Mohd Nasir	Executive	Syarikat Takaful Malaysia Berhad
11	Ismail Bin Awang Lah	Self Employed	-
12	Iza Sophia Bt Shari	Self Employed	-
13	Kamarul Ariffin Bin Ibrahim	Self Employed	-
14	Kamarulzaman Bin Kamis	Sales Manager	Kabara Sdn Bhd
15	Kartina Nt Kamaruzaman	Manager	Teena Cut & Care
16	Khairoul Nazim Bin Kamaruddin	Executive	Wincor-Nixdorf (M) Sdn Bhd
17	Khairul Heffendy Bin Mohamad	Accountant & Admin Officer	Sime Darby Plantations Sdn Bhd,
18	Latipah Bt Kasim	Teacher	SMK (M) Methodist Melaka
19	Marlianna Binti Zainurra	Service Crew	First World Hotel Bhd
20	Mohamad Noramin Bin Permin	Director	Adin Trading Sdn Bhd
21	Mohammad Hafiz Bin Bashah	Chief Executive Officer	Perusahaan Ambos Sdn Bhd
22	Mohd Azani Bin Abdul Aziz	Designer	
23	Hayree Riza Bin Hashim	Project Manager	Millennium Rudus Sdn Bhd
24	Mohd Latif bin Musa	Senior Technician	Venture Electronic Services Sdn Bhd
25	Mohd Rauf B. Jamaludin	Engineer	Perodua Engine Manufacturing Sdn Bhd
26	Muhammad Akmal bin Sazali	Manager	MUMTALIK TRADING
27	Mohd Darmawan Atan	Self Employed	-
28	Nasrim bin Abdul Rahim	Owner	Biz Excel Trading Sdn Bhd
29	Noor Zilawati Binti Zainal	Assistant Manager	Telekom Malaysia Berhad
30	Nordianis binti Permin	Director	Adin Trading Sdn Bhd
31	Norkhanani binti Jamhuri	Customer Service Executive	Silverlaky System Sdn Bhd
32	Nur Haifa Mohd Fathil	IT Analyst	Exxon Mobil
33	Nur Hanim Binti Mohamad	Self Employed	-
34	Razaharlina Ramli	Self Employed	-
35	Rina Azilah binti Dolah	Draughtswoman	TD Aziz Sdn Bhd
36	Rohaizah Binti Hashim	HRA Manager	Royce Pharma Berhad
37	Roslan Bin Omar	Assistant Manager	Canon Opto (M) Sdn Bhd
38	Rumiza binti Abd Manaf	Asst. Finance Manager	Behn Meyer Chemicals (M) Sdn Bhd
39	Salma Bt Hamzah	Teacher	Chong Hwa Independent High School, Kuala Lumpur
40	Siti Fathimah bt Suhaimi	Self Employed	-
41	Siti Mahani Bt Sarju	Director	Mahoney Collection EBijak Tuition Center
42	Siti Nani Saudiar Mohd Zakir	Reporter	Kumpulan Media Karangkrak Sdn Bhd
43	Siti Noor bt Skh Ali	HR Officer	HSBC Bank
44	Suzana bt Zainuddin Zainal Abidin	Self Employed	-
45	Wan Muhammad Faizal bin Ismail	General Manager	Projek Meserajaya Sdn Bhd
46	Zaidi Bin Mohamed	Telecommunication Coordinator	MAXIS Broadband Sdn Bhd
47	Zuraidda Bt Abdullah	Secretary	Institut Jantung Negara
48	Wan Khairul Anwar Bin Wan Abd Manan	Lecturer	Universiti Malaysia Pahang
49	Dr. Thoo Ai Chin	Senior Lecturer	Universiti Teknologi Malaysia
50	Nazrin Shahnaz Bt Peer Mohamed	Marketing Executive	Shahnaz Interiors
51	Siti Haslina Binti Md Harizan	Lecturer	School of Distance Education Universiti Sains Malaysia



## MEMBERSHIP UPDATE

Marketeer

No.	Name	Profession	Company/Organization
52	Ahmad Kamil Bin Abu Hashim	Finance Manager	SNH Bumi Corporation Sdn Bhd
53	Ainiza Binti Amin	Deputy Director (Academic)	Politeknik Seberang Perai
54	Shum FP	Director	Event Mastery Asia Pacific Sdn Bhd
55	Amir Shahrizat Bin Mohd Azizan	Head of Unit	Bank Rakyat Masjid Tanah Branch, Melaka
56	Azizi Abdul Khalek Araby	Head of Unit	Bank Rakyat Kuala Lumpur
57	Zainul Ariffin Bin Harun	Chief Executive Officer	Century Software (M) Sdn Bhd
58	Shashikumar Nadason	Manager	Unitar International University
59	Low Hui Fhen	Country Brand Lead	Pfizer (M) Sdn Bhd
60	Assoc. Prof. Dr. Mohammad Bin Ismail	Senior Lecturer/Deputy Dean	Universiti Malaysia Kelantan
61	Mohamad Rizal Abdul Hamid	Senior Lecturer	Universiti Malaysia Kelantan
62	Anne Abraham	Chief Executive Officer	Leadwomen Sdn Bhd
63	Jude Tan Lian Boey	Executive Director	Leadwomen Sdn Bhd
64	Azila Binti Jaini	Lecturer	Universiti Malaysia Kelantan
65	Nurul Ashykin Binti Abd. Aziz	Lecturer	Universiti Malaysia Kelantan
66	Cheng Wee Ta	General Manager	Teo Hang Sam Realty Sdn Bhd
67	Assoc. Prof. Dr. Richard Ng	Group Marketing Director	Open University Malaysia
68	Nazatul Shima Abdul Rani	Senior Lecturer	Universiti Kuala Lumpur
69	Sheila Cheng	Senior Lecturer	Asia E University
70	Dr. Zahra Pourabedin	Senior Lecturer	UCSI University
71	Dixon Lean Teck Seng	Assistant Manager	Resorts World Genting
72	Nik Syuhailah Nik Hussin	Lecturer	Universiti Malaysia Kelantan
73	Zuraimi Bin Abdul Aziz	Senior Lecturer	Universiti Malaysia Kelantan
74	Dr. Mutia Sobihah Abd Halim	Deputy Dean,	Faculty of Applied Social Sciences Universiti Sultan Zainal Abidin, Terengganu
75	Fathi Ahmad Shah	Asst. Vice President	FELDA Investment Corporation Sdn Bhd
76	Farah Laila Binti Mahmud	Executive	FELDA Investment Corporation Sdn Bhd
77	Prof. Dr. Rosmimah Binti Mohd Roslin	Professor	Arshad Ayub Graduate Business School- UiTM
78	Ng Yin Ming	General Manager	Country Heights Education Sdn Bhd
79	Vivienne Maguire	General Manager	Vocanic GroupM, WPP
80	Puspa Marina Binti Dato' Haji Omar	Senior Vice President/Head	Strategic Communications Bank Simpanan Nasional (Corp. Member Nominee)
81	Mohd Rizal Sumari	Manager, Marketing Communications	Bank Simpanan Nasional (Corp. Member Nominee)
82	Tan Sri Datuk Wira Dr Mohd Shukor Hj. Mahfar	Chief Executive Officer	Inland Revenue Board of Malaysia (Corp. Member Nominee)
83	Datuk Sabin Samitah	Deputy CEO	Inland Revenue Board of Malaysia (Corp. Member Nominee)
84	Veejayaasegaran	Chief Executive Officer	Erican College Sdn Bhd (Corp. Member Nominee)
85	Phillips Koh	Senior Marketing Manager	Erican College Sdn Bhd (Corp. Member Nominee)
86	Mohd Yazid Bin Abd. Hamid	Chief Executive Officer	Education Malaysia Global Services (Corp. Member Nominee)
87	Dr. Syed Alwee Shekh Alsagoff	Senior Director	Education Malaysia Global Services (Corp. Member Nominee)
88	Quek Yi Haw	Director PA	Harmony Marine Products Sdn Bhd
89	Ahmad Ishak B. Ahmad Tajul Ariffin	Assistant Manager	Weise International Property Consultants Sdn Bhd
90	Mustafa Tasaduk	Chief Executive Officer	MH Global Sdn Bhd (Corp. Member Nominee)
91	Suhairy Md Nor	General Manager	MH Global Sdn Bhd (Corp. Member Nominee)
92	Adeleen Andrina Robriero	Sales Manager	MH Global Sdn Bhd (Corp. Member Nominee)
93	Raja Nor Mardziah Raja Muzzafar	Sales Manager	MH Global Sdn Bhd (Corp. Member Nominee)
94	Siti Rozita Binti Zainal Abidin	Sales Manager	MH Global Sdn Bhd (Corp. Member Nominee)
95	Bacho Bin Hassan @ Ali Hamdan	Group CEO	PHM Education Group
96	Dr. Subramaniam Sri Ramalu	Deputy Dean	Othman Yeop Abdullah Graduate School of Business (Corp. Member Nominee)
97	Dr. Marlin Marissa Malek Bt Abdul Malek	Coordinator of EEU	Othman Yeop Abdullah Graduate School of Business (Corp. Member Nominee)
98	Prof. Dr. K. Kuperan A/L K.V.S.N. Viswanathan	Visiting Professor	Othman Yeop Abdullah Graduate School of Business (Corp. Member Nominee)
99	Safinaz Binti Masrakin	Director	ASAAZ Resources
100	Jo Foo Shing Fong	Assistant Manager	Great Eastern Life Assurance (M) Berhad

## MEMBERSHIP UPDATE

Marketeer

### Ordinary Membership Renewals - 35

The Institute thanked the following Ordinary Members who renewed their membership with IMM during the period November 2014 until October 2015.

No.	Name	Profession	Company/Organization
1	Siti Badarny Shamsaifah Hassan	Director of External Relations	Putra Business School
2	Roslan Bin Mohamed	Executive Director	UKM Chancellor's Foundation, UKM
3	Tengku Nila Putri Bt Tengku Ilham	Senior Vice President	Malaysian Technology Development Corp. Sdn Bhd
4	Assoc. Prof. Dr Leow Chee Seng	Dean, Graduate School	IIC University of Technology
5	Ng Chong Lim	Marketing Manager	Cew Sin Plastic Pipe Sdn Bhd
6	Yeap Chin Chong	General Manager	Ivory Times Square Sdn Bhd
7	Lai Chin Fee	Chief, brandDNA Coach	Blue Ocean Brand Academy Sdn Bhd
8	Leong Chee Kin	Assistant Sales Manager	Shima Asia Pacific (M) Sdn Bhd
9	Megat Daniff Shahriman Bin Zaharuddin	Executive Director	GIG Technology Holdings Sdn Bhd
10	Assoc. Prof. Dr. Bernard Tan Hoi Piew	Associate Professor	Universiti Tunku Abdul Rahman
11	Santhi Govindan	Senior Lecturer	AIMST University Kedah
12	Ashok Rudy Ratnanesan	Executive Director	Acquire Sdn Bhd
13	Nor Ariefah Hafidza Binti Kadir	Lecturer	Politeknik Port Dickson
14	Yeo Sang Chau	National Sales Manager	Khind-Mistral (M) Sdn Bhd
15	Shanti Subramaniam	General Manager	IMS Asia Sdn Bhd
16	Alexander Augustine Druce	Accounting Tutor	Methodist Philley Institute Sarawak
17	Dr. Wong Chee Hoo	Manager	See Hua Marketing Sdn Bhd
18	Dr. Osman Md. Zain	Lecturer, Graduate Business School	UNITEN, Kajang
19	Dato' Ruslan Bin Hassan	Chief Executive Officer	Syarikat Bekalan Air Selangor
20	Mohd. Fawzi Bin Ibrahim	Managing Consultant	Wajah Dunia Enterprise
21	Dato' Syed Danial Syed Ariffin	Chief Operating Officer	Puncak Niaga Holdings Berhad
22	Mohamad Riza Bin Tan Sri Abdahir	Group General Manager	JOPAMI Group of Companies
23	Hamliza Sham Bte Mohamed Arifin	Director, Aerospace Services	Astronautic Technology (M) Sdn Bhd
24	Iris Cheong Kwei Foong	Head, Sales & Marketing	Indra Pusaka Sdn Bhd
25	Jason Lam Mun Soong	Lecturer	Multimedia University Melaka
26	Dato' Ir. Lee Miang Koi	Chief Operating Officer	Syarikat Bekalan Air Selangor
27	Datin Nor Hafizah Ismail	Dean, Center for Student Affairs & Student Involvement.	Universiti Tun Abdul Razak
28	Karen Kueh Meng Koon	Lecturer	Swinburne University of Technology, Sarawak
29	Gerald Tom Fernandez	Manager	CPA Australia Ltd
30	Assoc. Prof. Dr Nor Khasimah Aliman	Associate Professor, Faculty of Business Management	Universiti Teknologi MARA (Perak)
31	Evelyn Tan Siew Foong	Senior Marketing Manager	Genting Property Sdn Bhd
32	Ng Chong Lim	Marketing Manager	Cew Win Plastic Pipe Sdn Bhd
33	Dr. Yaty Sulaiman	Senior Lecturer	School of Business, Universiti Utara Malaysia
34	Fathiah Shamsuddin	Managing Director	Uptown Dreamers Sdn Bhd
35	Nazila Binti Adip	Lecturer	Politeknik Merlimau Malaka

### NEW STUDENT MEMBERS - 3

The Institute welcomed THREE new Student Members in 2015 :

1. REBECCA ELIZABETH, Sales Admin Executive at Kinta Ecocity Sdn Bhd, Perak.
2. SOO KAI ROU, pursuing her Bachelors Degree in Marketing at Universiti Tunku Abdul Rahman.
3. AYMAN ALI SHERBINI, Student, Saudi Students Club Kuala Lumpur.

### FELLOW MEMBERSHIP RENEWAL - 1

The Institute thanked YBhg. Tan Sri Rozali Ismail, Executive Chairman of Puncak Niaga Holdings Bhd who renewed his Fellow Membership with IMM for the year 2015-2016.





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Graduate School of Business

Universiti Utara Malaysia

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Universiti Utara Malaysia  
06010 UUM SINTOK  
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- Faculty of Applied Social Sciences
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- 1st Open & Distance Learning University in Malaysia
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