

# MARKETEER

ISSUE 1/2014

## COVER STORY

- Visit Malaysia Year 2014

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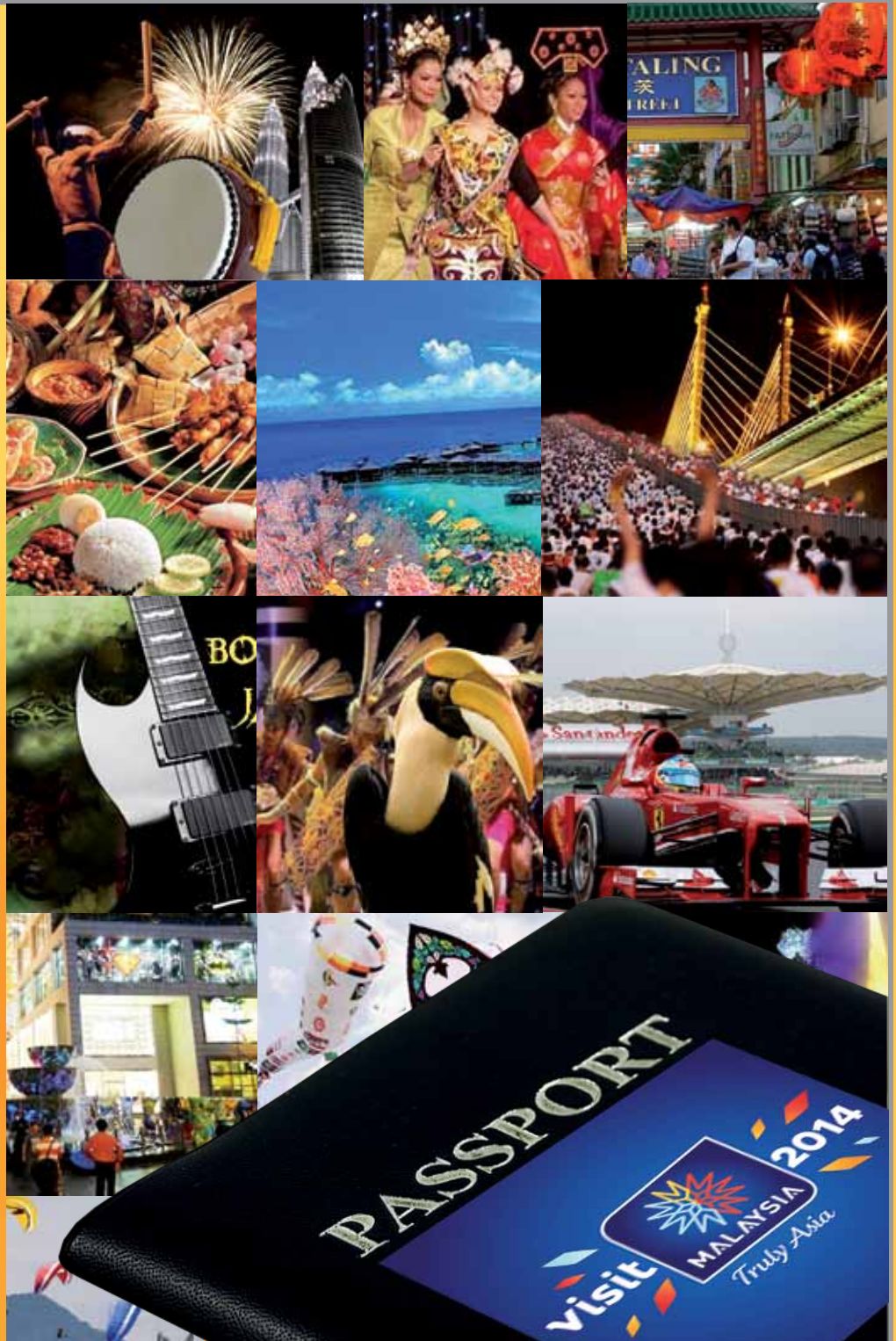
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- What Do Corporations Really Want From Business Schools?



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# 6 million

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# first class food

at economy prices



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# MARKETEER

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### COVER

Cover Design shows the rich cultural melting pot of Malaysia and a host of exciting events lined up for tourists during Visit Malaysia Year 2014.

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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.



# VISIT MALAYSIA YEAR 2014 Targets More Than 28 Million Tourists

Visit Malaysia Year 2014 is here. Tourism Malaysia has carried out a successful global campaign aims to attract more than 28 million tourists to the country this year.

During the celebration of VMY 2014, the country will be abuzz with various colourful parades, carnivals, festivals, shows, events, conventions and celebrations. These will cover a wide range of activities from sports and culture to festivals and arts, reflecting a celebration of the diverse lifestyles and customs of Malaysia.

Many fascinating events and festivals have been lined up throughout the year, such as the F1 Petronas Malaysia Grand Prix, Colours of 1Malaysia, the Malaysia International Shoe Festival, the 1Malaysia Contemporary Art Tourism Festival, the Malaysia Mega Sale Carnival, the Malaysia International Tourism Night Floral Parade and many more.

With over 200 exciting tourism events taking place this year and next, there is definitely something for every tourist. The theme "Celebrating 1Malaysia Truly Asia" serves to highlight the country's pillars of strength namely the diverse cultures and multi-racial communities living in harmony and peace in one beautiful and blessed country.

Tourism and Culture Minister YB Dato' Seri Mohamed Nazri Abdul Aziz continues the country's global promotional campaign for Visit Malaysia Year (VMY) 2014 as he has been kept busy personally travelling to put Malaysia on the world tourism map.

The delegation arrived in Los Angeles on 6 Oct, 2013 to market and create awareness of VMY 2014 to the travel trade fraternity and media here before proceeding to Vancouver on 9 October and New York on 12 October.

"The primary objective of our promotional mission to the USA and Canada is to generate and drive strong support from both the North American travel trade fraternity and media for the VMY 2014 that will kick off officially at the stroke of midnight on 1 January," said Dato' Seri Mohamed Nazri.



*Promoting Malaysia as a tourist destination is a national mission and every Malaysian should take the opportunity to be part of the celebration.*





*Many fascinating events and festivals have been lined up reflecting the diverse lifestyles and cultures of Malaysia.*

"This major campaign is part of our concerted effort to meet our long-term target of attracting 36 million tourists with RM168 billion (approx. USD52 billion) in receipts by the year 2020," he added.

During the sales mission, a VMY 2014 Seminar was held in each key city where a briefing was held to inform the local travel trade fraternity on the various events that will take place during the celebration of VMY 2014.

Besides that, the Tourism and Culture Minister is scheduled to personally meet and engage members of the media at a press conference to provide them with first-hand information and updates on Malaysia's tourism industry.

The highlight of the mission is the VMY 2014 Evening, a special dinner that aims to showcase Malaysia's appreciation to the travel trade fraternity and media for their strong support and assistance in promoting Malaysia as a top-of-mind holiday destination.

During his visit to Los Angeles and Vancouver, Dato' Seri Mohamed Nazri is also scheduled to engage in a dialogue session with the Malaysian community and students who are studying there.

"In order to ensure the resounding success of VMY 2014, every Malaysian, including students, need to play their role as gracious hosts and tourism ambassadors for Malaysia.

"They have the capacity to build bridges in terms of introducing Malaysia as an ideal holiday destination to their friends, lecturers, foster parents, and classmates. I urge them to help us to spread the news of this huge celebration and encourage more tourists to visit Malaysia," said Dato' Seri Mohamed Nazri.

The VMY 2014 sales missions around the globe comprise of an intensive tourism campaign that will promote Malaysia internationally.

Arrivals from North America continue to grow this year. A total of 127,235 tourists from the USA and 46,543 tourists from Canada visited Malaysia during the first half of 2013, representing a hike of 6.4% and 6.5% respectively against the same period last year. Malaysia also receives a large number of tourists from the UK annually, making it an important market for the tourism industry. Last year, Malaysia received a total of 402, 207 tourists from the UK, and it is estimated that a total of 450,000 tourists will have visited Malaysia by the end of the year. The VMY 2014 campaign is expected to further increase the total tourist arrivals from the UK by 5.6%, to a total of 475,000 tourist arrivals," he continued.

Promoting Malaysia as a tourist destination is a national mission, as reiterated by Prime Minister YAB Dato' Seri Najib Tun Razak who said that the hosting of Visit Malaysia Year 2014 as well as the designating of 2013 as a preparatory year (VMY campaign promotional year) is timely as a means to boost arrivals in order to meet the 2020 target.

The launch of VMY 2014 promotional campaign on January 19, 2013 was aimed to put all Malaysians in the state of readiness, to be part and to take the role as the host for Visit Malaysia Year. It is also to mobilised support from all walks of life and all sectors existed in the country, not only from our industry players and partners.

It will be a platform to encourage more Malaysians to be part of VMY 2014 celebrations besides creating a patriotic sense of ownership of our beloved country.

# Experiential Learning

## WORKSHOP IN BALI

Learning from lectures is different from experiential learning.

To make the difference, Institute of Marketing Malaysia's President Dato' Sharifah Mohd Ismail organized the two-day workshop trip to Bali in 2013

Dato' Sharifah was promoting a new perspective of getting a 'feel' for how business and marketing is done.

Experiential learning is a process of experience from getting to see and feel the real subject you are studying about.

About 10 corporate participants summed up the trip as a true learning experience.

The subject of the workshop for the communications and marketing professionals was how spiritual marketing can be used as a powerful marketing strategy by Hermawan Kartajaya - Indonesian Guru for Marketing.

The illustrious Royal Prince of Ubud and his brother also took the participants on a tour of the world's first Marketing 3.0 Museum (the only marketing museum in the world.)

The idea to build the museum was coined exactly two years prior to the launch date, May 27, 2011, when Hermawan Kartajaya proposed the concept to Philip Kotler, with whom he wrote five books.

Bali, in which Ubud is a spiritual center, has a philosophy Tri Hita Karana: Balancing among God, People and Nature (vertical and horizontal spiritualism). This is aligned with the objective of the book: to honor the role of the human spirit in furthering human activities.



*Participants were excited at the opportunity to visit the Museum of Marketing in Bali.*

An Ubud Prince who is a marketing enthusiast, Tjokorda Gde Raka Sukawati, along with the other two princes (Tjokorda Gde Putra Sukawati and Tjokorda Gde Oka Artha Ardana Sukawati) agreed to sponsor the building of the museum in the prestigious museum complex owned by the Royal House of Ubud. All the interiors also come from donations.

The first marketing museum of its kind in the world, it will feature organizations and marketers that build their mission, vision, and values around the idea of serving customer as a whole human. The museum aims to portray sustainable business practices beyond regulatory compliance with a hope to inspire other companies to follow suit.

The marketing doyen, Pak Hermawan, who has written several books with marketing guru Philip Kotler is one of Asia's Leading Marketing Strategist. He took the Malaysian corporate leaders on walkabout tour of the Museum of Marketing to reflect the Human Spirit and how the local Balinese businesses operate.

Hasani Management & Consultancy Marketing Manager Ramakrishnan Vadamalai recalled the whole trip as a new learning experience. "It was indeed totally a new experience for me and my wife. Marketing 3.0 is a good subject for me in particular as being a Marketing Manager, however half a day set for the training is awfully insufficient."



**“I was fortunately able to meet Pak Hermawan Kartajaya - Indonesian Guru for Marketing, and thanks to Dato’ Sharifah who made this trip a reality. The Marketing Tool I took home is from now on to treat my business clients as well as my friends with this great knowledge. What I have learnt is that in any sales we must create the spiritual link with the client and built the mutual trust.”**

UPM’s Putra Business School corporate communications head Siti Badarny was also equally impressed with the achievement and culture being preserved by Ubud’s Royal family.

**“The development of Ubud and how it has shaped up with Bali’s culture is one of the unique factors of Ubud.”**

Overall, the workshop trip met its objective effectively by giving us a firsthand knowledge of the aspect of spiritual marketing, which means marketing with the soul and having a great feeling for mankind.



*Pak Hermawan explaining to delegates details of the Museum and why it was built in Bali*

“The environment and opportunity to hear the experience sharing with the Royal Prince has significant impact on the message and concept that we have learned from Ubud.

In addition, Pak Hermawan was able to connect the understanding on both theory and experience to the spiritual marketing by having a good case study on Ubud success story. It was a good experience indeed as it was perfectly arranged in the right setting and mode. The theme and topic blended well with the environment.”



*A rare opportunity for a picture with the Royal Prince of Ubud who hosted the delegation to a dinner reception held at the garden terrace of the Marketing Museum.*

# Why build the MUSEUM of MARKETING?



On the occasion of the 78th birthday of Philip Kotler on May 27, 2009, Hermawan Kartajaya suddenly had a crazy idea to open the Museum of Marketing 3.0 in Bali, Indonesia. He brought the idea to Philip Kotler who during breakfast were preparing for his one-day seminar in Hotel Indonesia Kempinski. With them were Tjokorda Gde Raka Sukawati of Puri Saren, Ubud and his staff, Pande Sutawan.

There were three rationales for building the museum that they discussed during the meeting. First, the book *Marketing 3.0: From Product to Customer to the Human Spirit* which was published by John Wiley has a foreword from the President of the Republic of Indonesia Susilo Bambang Yudhoyono. Secondly, *Marketing 3.0* is about spiritual approach to marketing. Ubud is Bali 3.0 since many tourist who visited Ubud end up staying to immerse deeper into the spiritualism of Bali.

Finally, it is necessary to have a venue that would record the “good and right marketing” approaches by select marketers and inspire others to follow suit.

The spontaneous idea was welcomed by Philip Kotler who was uneasy due to the poor public perception of marketing. Tjokde—the nickname of Tjokorda Gde Raka Sukawati—supported the idea. A versatile artist, he also has a Master degree in Marketing from Universitas Udayana with spiritual marketing as his final thesis.

On the same day, he shared this idea with the Minister of Culture and Tourism Jero Wacik when Philip Kotler and Hermawan Kartajaya were inaugurated as Special Ambassadors for Indonesia Tourism. Once the minister approved the idea, Tjokde conveyed this idea to his two older brothers Tjokorda Gde Putra Sukawati, Pengelingsir (Senior Priest) of Ubud and Tjokorda Gde Oka Sukawati, Head of the Regent of Gianyar. After lengthy discussion, the Puri Saren family decided to fully support this unique idea. It was also decided that the Museum of Marketing 3.0 would be located in Puri Lukisan, the oldest museum compound in Bali owned by the Puri Saren Family.

The cornerstone was placed by Irman Gusman, the Chairman of the House of Regional Representative of the Republic of Indonesia in a ceremony on May 30, 2010.



*The idea to build the Museum of Marketing in Bali was proposed by Hermawan Kartajaya (right) to Philip Kotler (left) with whom he wrote five books.*





## BALI'S Green bamboo SCHOOL



*Green School in Bali, Indonesia is giving its students a natural, holistic and student-centered education in one of the most amazing environments on the planet.*

An ecological bamboo green school is attracting world-wide attention as at least three international tour groups visit the school daily from Monday to Friday.

The school's commitment to sustainability is the core of its education curriculum. The primary and secondary school located along the Ayung River near Ubud, about two hours from Bali has been built as a sustainable design.

It focuses on sustainability education for young students and have been widely reported on international television networks and newspapers around the world.

Institute of Marketing Malaysia's President Dato' Sharifah Mohd Ismail who organized the two-day workshop trip to Bali incorporated a visit to the Bamboo school and IMM members spent about 2 hours touring the school with one of the teacher as the guide. Run as a private school for children from kindergarten to high-school age, the school was founded by John and Cynthia Hardy in September 2008 with 98 students, with a mission to provide children with a holistic education with sustainability at its core.

The Hardys reportedly conceived the Green School in 2006 after reading Alan Wagstaff's Three Springs concept document for an educational village community.

By 2010, The School had 245 students [aged 3–16], and 2011 enrollment was over 300. Most of its students are foreigners with Indonesians making up only 20% of the intake, and most of them are on scholarships.

The school reportedly "prepares students to be stewards of the environment, teaching them to be critical and creative thinkers, who champion the sustainability of the world and the environment".

Ecological sustainability is a mainstay of its curriculum. Subjects taught there include English, Mathematics and Science, including Ecology, the Environment and Sustainability, as well as Creative Arts.

Courses at the school include Global Perspectives, Environmental Management, and 21st Century Science. The curriculum combines standard International Baccalaureate programs with green studies such as carbon-footprint analysis and organic farming.

For example, sixth-graders calculate the school's annual carbon footprint, then plant bamboo to offset it.





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  - Public Relations & Management
  - Tourism, Hospitality & Marketing
  - Accounting
  - Accounting & Banking
  - Accounting & Entrepreneurship
  - Accounting & Finance
  - Entrepreneurship & Marketing
  - Finance
  - Finance & Management
  - Finance & Marketing
- Bachelor of Arts (Mass Communication/  
Borneo Studies)

### Postgraduate

Master of Science (Project Management)

Master of Policy Sciences

Master of Philosophy (MPhil) /

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**Tan Sri Dato' Sri Zamzamzairani Mohd Isa**  
GROUP CEO  
Telekom Malaysia Berhad

## TM: Leading The Transformation

Together we stand, divided we fall is an adage which is often repeated by leaders. Tan Sri Dato' Sri Zamzamzairani Mohd Isa takes it a step further by stating that together with purpose and values TM needs to stay on course in working towards the vision of the company.

Group CEO, Telekom Malaysia Berhad, Tan Sri Dato' Sri Zamzamzairani has the mission of aligning 27,000 strong TM staff towards Transformation Objectives at all levels. Staff engagement is the key to success.

It's no easy task, TM from its humble beginnings as a government department, to TM today, a public listed company, managing is a tall order. Tan Sri Zam's big responsibility will be to drive TM towards commercial excellence, with a strategic focus on nation building, supporting social and economic development. And, he knows it best.

As Tan Sri Zam has led TM through the critical period after its demerger in 2008, in which the Company transformed itself and its people, driven by the successful roll-out of the globally-acclaimed High Speed Broadband (HSBB) infrastructure and services.

Having also been in leadership positions in multinational companies such as Global One and Lucent Technologies (Malaysia), his vast domestic and regional experiences in this dynamic telecommunication industry spans more than 28 years.

Tan Sri Zam spoke to more than 200 participants at a CEO Talk organised by Institute of Marketing Malaysia and hosted by Telekom Malaysia in July 2013.

Tan Sri Zam spoke of TM's transformation journey, focusing on the period since its demerger in 2008. At the time, the Company faced multiple internal and external challenges that threatened its very survival.

Nevertheless, TM took on this challenge head on. Through a structured transformational program, and driven by the national High Speed Broadband (HSBB) project, the company executed a series of improvements in almost all aspects of its operations.



*Group CEO, Telekom Malaysia Berhad, Tan Sri Zam has the mission of aligning 27,000 strong TM staff towards Transformation Objectives at all levels. It's no easy task.*





*What are your challenges in staying ahead and in making TM a great company?*

One of the main focus is the soft side of this transformation which is the values and spirit of the people. As a result, TM is now a stronger Company on a sustainable growth trajectory. At a more personal level, Tan Sri Zam spoke about his leadership philosophy and the values that he holds. This ranged from strategy and execution, people engagement and development, stakeholder's management and personal aspirations.

His involvement in the telecommunications industry is purely by "accident". Further, he states he even became the Chief Executive Officer of the TM Group (also known as Telekom Malaysia Berhad) also by "accident."

But as a wise man once said, when the opportunity for greatness is thrust upon you, you would have to be at the right place at the right time, but even more important, you would have to have the gumption and panache to grab the opportunity with full gusto and deliver the performance that is expected.

Tan Sri Zam's management style does not include micro-managing his people, but instead he believes in motivating, empowering and trusting them to do a good job. TM's Performance Improvement Programme (or PIP) incorporates all the tools necessary to bring out the best employee and the programme is modified accordingly in response to evolving circumstances.

Tan Sri Zam felt that his greatest challenge is to align the 'buy-in' and focus of all 27,000 employees of TM with the vision of the company. In this role, he is the motivator, cheer-leader, coach, mentor and visionary, all rolled into one.

Achieving TM's vision is akin to doing the marathon rather than a sprint. Therefore, he feels that he will be most satisfied when he still gets to read about the superb exploits of TM while already well into his retirement years. He will then know that he had played a major and successful role in the achievements of TM.

Overall, he said that TM continued to show good progress in its business transformation efforts, amidst a heightened competitive environment.



*Can you share with us your leadership philosophy and your aspirations for TM?*



*Up close and personal with the Group CEO of TM and an evening of knowledge sharing.*

"We recorded healthy growth particularly in Internet and data services, with UniFi being the key driver, growing 68.4% to more than 532,000 customers in Q1 2013 from a year ago," he added.

Tan Sri Zam said that to date, TM has activated over 560,000 UniFi customers on the back of more than 1.4 million premises passed over 104 exchange areas. "This translates to an almost 40% take-up rate," he said.

"To remain competitive in the prevailing environment, we have introduced several exciting 'value for money' package offerings from as low as RM30 a month for our HyppTV service in our effort to provide customers with more value and enhanced TV viewing experience for their whole family," said Tan Sri Zam.

"The newly launched packages are testament to our continuous effort in satisfying customers' viewing needs

and preferences, be it entertainment, edutainment or sports content. TM is also strengthening its regional business, including ICT/Business Process Outsourcing (BPO) and Global businesses," he added.

TM will be a great company and there are many challenges in staying ahead and establishing TM's position as the Trusted Broadband Champion. For this, Tan Sri Zam felt TM has to tap into Malaysians' Passion for Sports and Pride for the Country. "We have to engage the Youth and at the same time focus on Customer Lifestyle. Social Media Engagement can make a difference in customer experience and Customer Centricity and Quality Improvements."

Tan Sri Zam is daily striving to have "One company mindset with execution orientation". For this, he wants the staff to be understanding and not judgemental.

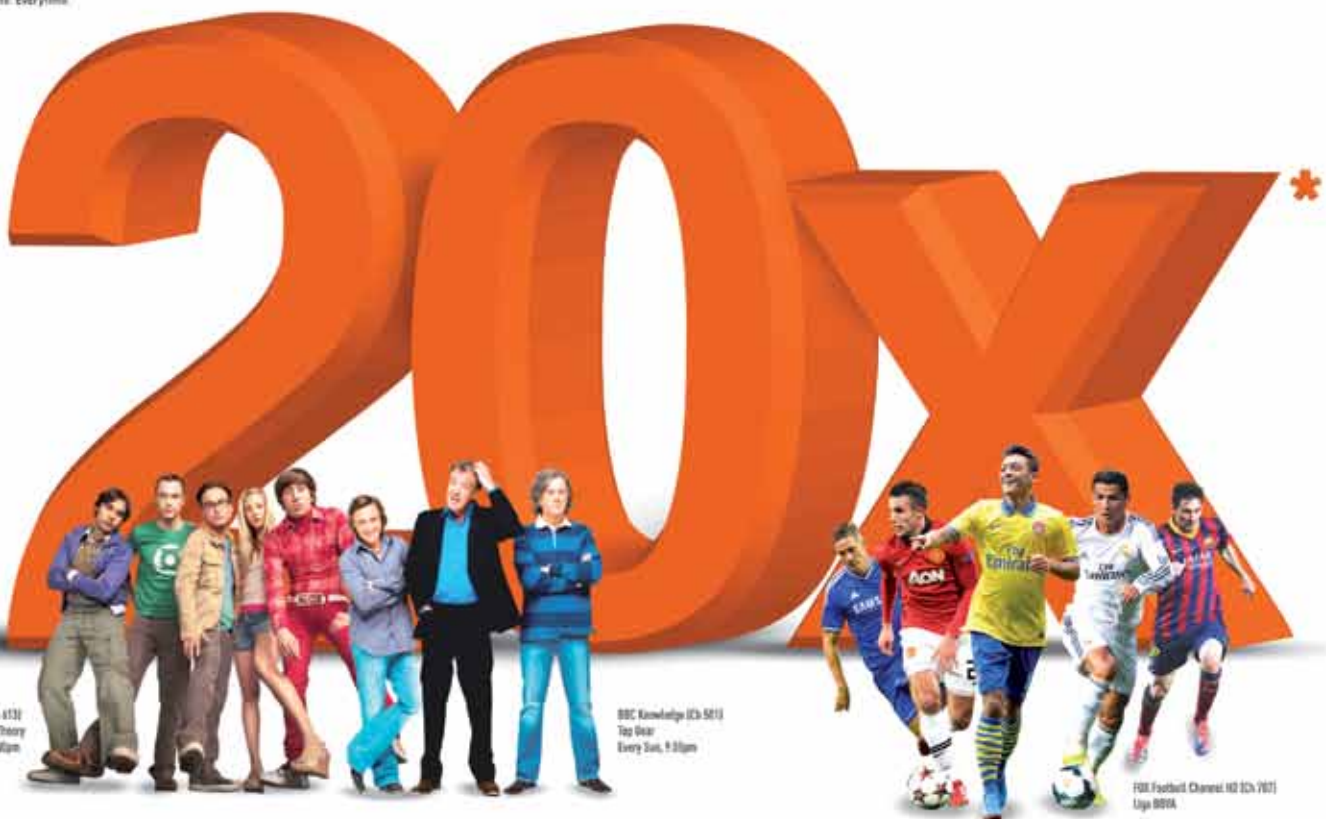


*Tan Sri Zam (fifth from left) with IMM Advisor and council members.*





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**Ahmad Izham Omar**  
CEO

Television Networks, Media Prima Berhad &  
Primeworks Studios Sdn.Bhd

## **“Making A Difference”**

Ahmad Izham Omar, CEO of Television Networks & Primeworks Studios, Media Prima, is humble, forward thinking and media savvy. This is what has got him to one of the top positions of the largest media terrestrial network in the country.

In making a difference in marketing, he believes to be successful; you have got to be always “new and original. Don’t hesitate to roll up your sleeves and jump in and help out if there is a problem.”

To be a great leader, his priority was in his younger days to “get world-class education and experience.”

“Only you can make a success of yourself.” Most of all have the courage to propose new and innovative ideas. Give them what they don’t know, they want,” said Izham at an evening talk “Making a Difference” at Media Prima to Institute of Marketing Malaysia’s (IMM) members and invited guests.

“I started out in the entertainment industry 13 years ago, co-founding Positive Tone, a ground-breaking indie label that launched cutting edge Malaysian acts like Too Phat, OAG, Innuendo & Poetic Ammo. Down the road, I got to start up a new TV station modeled on what I did in music, and in 2004, 8TV was born.

“Now, I’m into launching local talents in music, dancing, fashion design and film-making through reality shows like ‘So You Think You Can Dance Malaysia’ and ‘Project Runway Malaysia’

The talk held in November 2013 was organized by IMM and it was attended by about 100 professionals and marketers.

His early humble beginnings go back to the days when he started Monkey Bone Records and then moving on to 8TV and now heading TV Networks & Primeworks Studios in Media Prima.

He is by far the youngest CEO of a television station in Malaysia. A liberal minded person, he was the one who started bringing in reality TV shows such as Malaysian Idol.

Izham formerly owned a recording company called Positive Tone. He first became well known by being associated with the vocal group called Innuendo which he popularised.

“Product and service must come first. Then comes marketing and communications and you have to be different to be ahead of the curve. Win your customer one by one.”

How do you do that? “Look for clues from around the world and not just Malaysia,” said Izham who attributed his US education to having opened up his outlook.

And, that’s how he devised his mission for television networks. Mission: “New, cool, free terrestrial TV for the urban young adults.”

So, 8TV, notched a few awards for being a “Cool TV Channel,” according to The Star Youth 2 Poll (2005). 8TV was again voted Channel of The Year in 2006 by CLUE Magazine.

“What I did in Positive Tone, they want me to do with the new station, 8TV. They saw me as an innovator in the music industry and they wanted me to become an innovator in the TV industry too.

“With 8TV, I combine technology and content to create something new for Malaysia and to help Malaysians compete in the world stage!

“Recently too, I’ve been invited by the Ministry of Science & Technology to be a judge on their Malaysian Creativity Awards. I’ve also been recognised by the Asian Business Forum in Korea as a New Asian Leader. New Asian Leader?”





*Only you can make a success of yourself. Have the courage to propose new and innovative ideas.*

All he did all the while was to apply creativity. "Thanks to my teachers, now I have the influence to bring Malaysian creativity to a global level. And I think there is so much more to do and discover."

You got to love what you do, he said. "And, you have to know what you love. And it's quite simple. What gets you out of bed? What makes you excited? Listen to your heart. If you don't know what makes you excited, go out there and try everything until you find out and do it fast."

He said that a lot of people don't even at 40 know what they want to do with their lives. "A lot of people tell me that their goal in life is to make money. I always ask them; so what are you going to do with money?"

"Money is just a means for you to go somewhere. Where are you going to go? What is your goal? Only you can tell yourself what your goal is. For me, my goal is to always find new ways of doing things, to always break new ground, to always innovate."

"And when you know what you love to do, when you know what your goal is: go do it 100%. Do it day and night. Don't be afraid to experiment and to explore. If you love what you do, you will become very good at it. One day you might even discover the magic behind what it is you do. Don't listen to other people. Listen to yourself. Have faith in yourself."

Ahmad Izham Omar has got his feet firmly grounded his head straight. And if I can do all these things, if I could start a record company, bring something new to Malaysia, sell the record company, start a TV station, if I can do it, you definitely can."

As a most Promising Entrepreneur, his tip to bosses is "When an employee has a good idea, the best thing a boss can do is to get out of the way."



*What are your future plans and where do you want to go from here?*



*Making a difference will certainly take us through our journey of success and this session gave everyone invaluable tips to do so.*

## Courtesy Call On DEPUTY MINISTER OF INTERNATIONAL TRADE & INDUSTRY



*From left : Nitthiayanathan Lachumanan, Haslina Azlan, YB Datuk Ir. Hamim Samuri, Dato' Sharifah Mohd. Ismail and Shahana Azlan.*

IMM President Dato' Sharifah Mohd. Ismail and three other Council Members - Haslina Azlan, Nitthiayanathan Lachumanan and Shahana Azlan paid a courtesy visit on YB Datuk Ir. Hamim Samuri, Deputy Minister of International Trade and Industry recently.

The courtesy call, although brief was meaningful as it provided the President and the Council with the opportunity to introduce the Institute to the Deputy Minister, and explain its two-pronged role in supporting the marketing fraternity and in complementing the industry with its various training programmes and activities.

YB Datuk Ir. Hamim Samuri encouraged IMM to continue with its roles and functions especially in enhancing the marketing skills and knowledge of its members and other professionals in the country.

In addition to that, YB Datuk Ir. Hamim Samuri ensured the delegation that he will give his full support towards IMM's future programmes and initiatives.

## 25TH ANNUAL GENERAL MEETING (AGM)

The Institute of Marketing Malaysia (IMM) held its 25th Annual General Meeting on 29th June 2013 at Hotel Singgahsana, Petaling Jaya, attended by almost 50 members. At the AGM, 11 council members were re-elected together with 4 new council members elected to serve their 2-year term (2013-2015) at the Institute.

Incumbent President Dato' Sharifah Mohd. Ismail, was unanimously elected to her sixth term while Datuk Dr. Marimuthu Nadason, President of FOMCA, was elected as Vice President. Other Council Members elected include Haslina Azlan, Manager Consumer Sales Selangor at Telekom Malaysia as

Honorary Secretary while Dr. Leow Chee Seng, Consultant/Trainer of Yale Consultancy Sdn. Bhd. was elected Honorary Treasurer.

At the AGM, the Council presented its Performance Report for the year 2011-2012 highlighting the Institute's achievements, challenges and future plans.

The term continued to be very challenging and exciting with various programmes and activities organized for the benefit of our members and other professionals. With training and education being the major business of the Institute, IMM continued with its efforts by organizing a total of thirty-five (35) public seminars and training programmes during the term.



## COUNCIL MEMBERS 2013 - 2015



*Seated from left: Tengku Nila Putri Tengku Ilham, Prof. Dr. Samsinar Md. Sidin, Datuk Dr. N. Marimuthu, Dato' Sharifah Mohd. Ismail, Datuk Lawrence Chan (Advisor), Dato' Rozalila Abdul Rahman and Haslina Azlan*

*Standing from left: Assoc. Prof. Dr. Nor Azila Mohd. Noor, Sarah Tan, Dr. Leow Chee Seng, Nitthiyanathan Lachumanan, Mohamed Sallauddin Hj. Mohamed Shah, Fairuz Muchtar and Siti Badarny Shamsaifah Hassan.*

With the help of training grant provided by SME Corporation under the Skills Upgrading Training programme, it has benefited more than 2000 participants from various sectors and industries across the nation.

The President gave assurance that the Council shall strive hard in overcoming the challenges and will continue to remain relevant as the sole non-profit professional body for the sales and marketing professionals in the country.

### Not in picture above



**Valentino Lee**



**Shahana Azlan**



*Questions and comments from members at the AGM showed their keen interest in the growth and development of the Institute.*



**Tan Sri Bashir Ahmad bin Abdul Majid**  
MANAGING DIRECTOR  
Malaysia Airports Holdings Berhad (MAHB).

## **“Malaysia Airports Transformational Journey”**

### **MAHB: LEADING THE WAY IN AIRPORT MANAGEMENT**

There is more to Malaysia Airports than being one of the world's largest airport management companies.

To stay ahead of competition Malaysia Airports Holdings Berhad (MAHB) is constructing a third runway at KLIA 2, while many other major hub airports in the region are now beginning to plan for.

MAHB also believes in paying special attention and time to airline marketing as well as working closely with the Ministry of Tourism and its agencies to “market” destinations within the country. On this note, MAHB also provides attractive incentives to airlines to spur growth in passenger traffic as well as to initiate new routes and increased frequencies.

The incentive programme MAHB has in place serves as a “sweetener” to attract airlines.

“We are also entrepreneurs, employers, techno-literate consumers, passengers and members of our community. It is therefore our aspiration to establish an organisation which is not only profitable, but also to create long-term value to all our stakeholders. This is where our concern for sustainability is taken to heart,” said Tan Sri Bashir Ahmad bin Abdul Majid, managing director of Malaysia Airports Holdings Berhad (MAHB).

The company's sustainability report demonstrated MAHB's commitment to balancing its accountability to its financial and non-financial performance in the past few years. In line with the company's Vision and Mission, five material issues were internally developed. These issues represent not only the interest of our stakeholders in the areas of marketplace, workplace, environment and community, but also lend a focus on quality and innovation – areas which Malaysia Airports are passionate and proud of.

In championing innovation, Tan Sri Bashir told about 200 participants attending the CEO Talk on December 18, 2013, organised by the Institute of Marketing Malaysia that it was essential to remain competitive in this ever-changing aviation industry.

“The aspects of innovation which are of concern to us are improvement of quality, creation of new market segments, extension of the product/service range, reduction of manpower costs, improvement in the internal processes, reduction of goods consumptions, reduction of environmental damage, improvement in spare parts replacement, reduction in energy consumption and conformance to regulatory requirements.”



*The story of Malaysia Airports and its transformational journey is truly a success story that we Malaysians can be proud of.*

Practicing sensible economics, he added in his talk on Malaysia Airports Transformational Journey they were determined in running a profitable business with strong long term growth potential.

Tan Sri Bashir has been at the helm of Malaysia Airports Holdings Berhad since mid 2003. He is part of the new management team that has taken time and effort to gradually transform Malaysia Airports from a department-centric organisation to one of the top-performing Government-Linked-Companies (GLCs) and a highly-recognised public-listed company in the region.



"By continuously seeking to grow our profitability, especially from the non-aeronautical segments of our business, we are not only able to sustain a healthy financial bottom line, but also uphold our responsibility to cater to the aviation needs of our local communities. This is achieved through cross subsidising the community based airports under our management with our more profitable airports. Sustaining these airports is important to us as it provides local communities to critical accessibility to education, medicine and other supplies, especially at hard to reach areas."

He added that MAHB was also committed to a revenue sharing mechanism with the Malaysian Government. As such, growing our revenue base simultaneously contributes positively to the country's financial wellbeing, and reflects positively on Malaysia Airports as a concession holder in the long term.

Tan Sri Bashir shared his experiences on how he has steered the company and the various initiatives that he and his team had undertaken to bring the company to where it is today amidst the very challenging global aviation industry.

"Our airline partners are a vital component of our business. Understanding that the sustainability of their business has a direct impact upon ours, Malaysia Airports believes that it is strategically fundamental to offer the best value to them for a win-win business symbiosis. For this reason, Malaysia Airports provides a low cost base for airline operations through competitive aeronautical charges. With 20 years of aviation experience in our portfolio, Malaysia Airports has developed a keen and analytical sense for anticipating future aviation trends."

MAHB was among the first players in the Asian market to anticipate the huge potential for low cost travel, resulting in the world's first dedicated low cost carrier terminal in the mid 2000s, which served as the base for Air Asia's growth.

Today, MAHB is taking another leap in spearheading growth in this sector by constructing KLIA2. Set to be the world's largest purpose built terminal for low cost carriers (LCCT), the terminal will not only boast the very latest in technology and design, but will also cater to the many variants in low cost carrier models that is typically seen today.



*The CEO Talk provided an opportunity for all of us to learn that there is more to Malaysia Airports than being one of the world's largest airport management companies.*

Understanding that travelers on low cost carriers are increasingly discerning, KLIA2 has been designed to offer attractive and high quality shopping propositions with a larger space dedicated for commercial use.

Having been in the aviation industry for twenty years, Malaysia Airports is testimony that evolution in business strategy is necessary to remain ahead of our competition.

Tan Sri Bashir noted: "Our years of experience have seen us transform the face of airports in Malaysia from functional point-to-point gateways, to exciting travel destinations capable of generating memorable experiences in its own right.

"Though faced with many challenges over the years, our airports lend to us a great sense of pride, and this is something that radiates strongly not only among our direct employees, but also with anyone who has had any management and operational relationship with us.

"Being in the service industry, we are well aware that our people are our greatest resource. Our employee base is comprised of a widely diverse range of backgrounds, suitably reflecting Malaysia's colourful cultural identity.



*The ever-changing aviation industry has offered numerous challenges to Malaysia Airports to stay ahead of competition.*

## HIGHLIGHTS

### Marketeer



*Everyone wanted to know more of the “untold stories” of Malaysia Airports from the man at the helm.*

We believe that playing upon each other’s strengths creates an exciting environment to develop one’s career and makes Malaysia Airports a great place to work,” Tan Sri Bashir said.

Besides a salary scheme which is competitively benchmarked against other Government-Linked Companies (GLCs) in Malaysia, Malaysia Airports also offers a range of other benefits to permanent employees such as a comprehensive health benefits which is extended to our immediate family members, vehicle and home loans, additional contributions to our employees’ Employee Provident Fund (EPF) and a range of work related allowances.

Aside from this, Malaysia Airports also organises a number of events and activities throughout the year to encourage our staff to lead healthy lifestyles physically, mentally and spiritually. These events and activities include sports festivals, teambuilding events, awareness seminars and religious talks.

In order to ensure a harmonious workplace, Malaysia Airports has also put in place a number of mechanisms to uphold the highest standards of human rights. The re-exploration of our Disciplinary Guidelines comes from the need to have a common standard and practice across all to ensure compliance to Malaysian Labour Laws.

At the same time, these new guidelines also function to promote industrial harmony, simultaneously advocating transparency, accountability and responsible Corporate Governance. MAHB believes that employees should be empowered with knowledge of their rights.

The Guidelines comprises of rules that govern employees’ conduct in the workplace. It emphasises on the principle of professionalism, discipline and good conduct to ensure a harmonious and conducive work environment. The Guidelines covers all employees in Malaysia Airports and its group of companies. Any non-conformance of these guidelines will attract disciplinary action.

In compliance with Malaysian Labour Laws, Malaysia Airports does not employ any underage personnel, or tolerate any forced or compulsory labour.

The Malaysia Airports Reward and Recognition program was established in 2011 with the objective of enhancing the existing reward and recognition programme/system for all employees.

This program involved members from a cross functional background working together as a team to his commitment is strengthened further by a national commitment made by our Prime Minister, Datuk Seri Najib Tun Razak, in 2009 to reduce our carbon intensity per GDP by 40 percent by 2020 compared to 2005 levels.

With an industry and national target on our shoulders, Malaysia Airports has been working towards balancing the growth of our business while reducing the carbon footprint. Various energy saving and carbon reducing initiatives were carried out at all our airports over the past few years with a focus on emissions and effluence management.

“We are committed to creating an operations environment where communities from all walks of life would be able to reap benefits that in turn generate value for our organisation. This is achieved through engagement activities with our surrounding communities, especially among youths.

“For this purpose, Malaysia Airports conducts many programs to support education as part of our commitment to social responsibility. Our award-winning Beyond Borders program reaches out to the grassroots of our community in providing primary school students with English Language classes, motivational programs and environmental awareness,” added Tan Sri Bashir.



# NATIONAL CORPORATE INNOVATION INDEX™

## ACCELERATING GROWTH THROUGH INNOVATION



The NCII was designed to drive innovation amongst the Malaysian companies and corporations to spur economic outputs and identify areas for improvement.



The NCII will drive the National Innovation Strategy (NIS) to help Malaysia achieve high-income nation status.



The NCII will encourage and boost innovation activities within Malaysian corporations by identifying mechanisms to them to participate in innovation activities, thus, ensuring their long-term sustainability.

**TWENTY-NINE**

11 PLCs and 18 GLCs in Malaysia from various industries and NKEAs participated in a pilot National Corporate Innovation Scorecard in early 2013.

A majority of these companies are recognised as innovators at a global level within their respective industries. All have embarked on at least one radical innovation feature.

**ONE**

## THE 8 AREAS THAT STIMULATE INNOVATION IN COMPANIES



Strategy



Investment



Ideas & Experimentation



External Collaboration



Leadership



Execution of Innovation



Value Creation



Innovation Culture



[www.innovation.my](http://www.innovation.my)

# What is Marketing 1.0, 2.0 AND 3.0?

Over the years, marketing has mutated through three stages that we call Marketing 1.0, 2.0, and 3.0. Many of today's marketers still practice marketing 1.0, some practice marketing 2.0, and a few are moving into Marketing 3.0. The greatest opportunities will come to marketers practicing 3.0.

Long ago during the industrial age where the core technology was industrial machinery marketing was about selling the factory's output of products to all who would buy them. The products were pretty basic and were designed to serve a mass market. The goal was to standardize and scale up to bring about the lowest possible costs of production so that these goods could be priced lower and made more affordable to more buyers.

Henry Ford's model T automobile epitomized this thinking when he declared "Any consumer can have a car painted any color that he wants so long as it is black." This was Marketing 1.0 or the product-centric era.

Marketing 2.0 came out in today's information age where the core is information technology. The job of marketing is no longer that simple. Consumers are well informed and can compare several value offerings of similar products. The product value is defined by the consumer. Consumers differ greatly in their preferences.

The marketer must segment the market and prepare a superior product for a specific target market. The golden rule of "consumer is king" works well for most companies. Consumers are also better off because their needs and wants are well addressed. They are presented with a wide range of functional characteristics and alternatives and also are appealed to on a more emotional basis.

Marketers in this period try to touch the consumer's mind and heart. Unfortunately, the consumer centric approach implicitly assumes the view that consumers are passive targets of marketing campaign. This is the view in Marketing 2.0 or the customer-oriented era.

Now, we are witnessing the rise of Marketing 3.0 or the values-driven era. Instead of people being treated as consumers, they are treated as whole human beings with mind, heart and spirit. Consumers in Marketing 3.0 look for solutions to their anxieties to make the globalized world a better place.

In the world full of confusion, they search for companies that address their deepest needs for social, economic and environmental justice in their mission, vision and values. They look for not only functional and emotional but also human spirit fulfillment in the products and services they choose.

Like Marketing 2.0 customer-oriented marketing, Marketing 3.0 also aims to satisfy the consumers. However, companies practicing Marketing 3.0 have bigger mission, vision and values to contribute to the world and provide solutions to problems in the society. Marketing 3.0 lifts the concept of marketing into the area of human aspirations, values and spirit. Marketing 3.0 believes that consumers are complete human beings whose other needs and hopes should never be neglected. Therefore, Marketing 3.0 complements emotional marketing with human spirit marketing.

In times of the global economic crisis, Marketing 3.0 gains more relevance to the lives of the consumers as they are impacted more by rapid social, economic and environmental change and turbulence. Diseases become pandemics, poverty increases and environmental destruction is under way. Companies practicing Marketing 3.0 provide answers and hope to such issues and therefore touch consumers at a higher level. In Marketing 3.0, values addressed by a company are the company's differentiation. In turbulent times, this differentiation is arguably a strong one.

**Marketing 3.0: From Products to Customers to the Human Spirit**, co-authored by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan, was published by John Wiley & Sons in May 2010. The book describes how marketing is moving beyond winning customer minds and hearts into winning the human spirit. The authors illustrate their thesis with organizations that are moving in this direction. The book is translated into 21 non-English languages across Europe, South America, and Asia, showing its worldwide acceptance. Moreover, the concept has been introduced through seminars around the world. As a follow up, the authors have built the Museum of Marketing 3.0 in Ubud, Bali-Indonesia.





# What do corporations REALLY WANT from business schools?

We often think businesses are all out to take us for a ride, to short change us, and even to swindle our hard-earned money. Did we ever stop to ask “who is business” as opposed to “what is business”? When we peel the many layers of a corporation like an onion, we may be surprised to discover that the core of a business is nothing else but human like anyone of us. It does not make sense as why the same race, the human race, wants to do all that to each other. If corporations are made of humans, we should align our effort to address the core of the corporate problem: the human within the corporation.

More common and ever, when corporate scandals like insider trading, tainted corporate accounts, financial crises, employee abuse, faulty products and environmental threats, it is almost natural for government agencies, law enforcers, professional bodies and standard setters to react by introducing more rules and regulations as a response. Have we ever stopped to ponder whether we have been concocting the right remedy to solve the problem? Are we too busy trying to address the symptom and fail to identify the root cause of the issues?

However, we cannot place the blame on corporations alone. We have to seriously think whether business schools who claimed to produce workers with skills to solve corporate challenges been feeding corporations with the right work force. If corporations have been lured to believe they do, corporations have recruited the same breed of workers who committed corporate crimes. It seems that corporations are fishing from the same mutated pool for human resources. So now, can we blame corporations for recruiting workers produced by business schools? In retrospective, have we been blaming corporations for crimes committed by business schools?



This scenario is akin to caveat emptor or better known as “let the buyer beware” which puts the responsibility of quality assessment of a purchase on the buyer alone. In the case of recruitment, the burden is now on corporations to discover the quality of the workforce produced by business schools. How can we blame corporations for the wrongdoings when the burden of discovering their workforce lies solely on them? This business practice has become a second nature to both corporations and business schools. There is a serious need to relook and break the vicious cycle of this enigma.

If there is any marketing sense or hope for business schools to know what corporations want, it is time for business schools to revisit their purpose more closely. If marketing means satisfying customer’s needs, do corporations want criminals as their employees? If the answer is no, why do corporations still recruit workforce produced by business schools? However, to be fair, business schools might be in the same labyrinth as corporations; they may not necessarily know the consequences of their doings.

Corporations and business schools around the world are still looking for a solution to address corporate scandals. May be it is time to look within. Instead of looking for more corporate governance (which are exogenous), it is time to look for human governance ® (the internal guiding compass) to guide fellow humans who remain hidden in the layer of corporate bureaucracy.



**Dr. Tee Keng Kok**

In order to embrace human governance, we must first acknowledge that human is not resources but trustee of resources. It is only then humans are entrusted to care for what is important and relevant. Only by doing this humans are totally responsible and ultimately accountable for what they are entrusted. This is when humans can no longer hide behind corporate shadows. When humans begin to self-govern internally, external rules and regulations will eventually be less important and ultimately irrelevant. The constant need for compliance, controlling absenteeism, monitoring pollution index, checking for irregularities, etc., will become function of the past.

Now, is that what corporations really want? If marketing means satisfying customer’s needs, business schools would have to start revisiting their purpose and do what is relevant and meaningful.

\*Putra Business School is the first and only AACSB accredited business school in Malaysia to embrace Human Governance as part of their curriculum in its post-graduate programs.

**Article by Dr Tee Keng Kok, a senior lecturer with Putra Business School. He lectures organizational behavior, corporate social responsibility and human resource management. His passion on nurturing human behavior has led him to work closely with people from all walks of life. E-mail Tee at [tee@putrabs.edu.my](mailto:tee@putrabs.edu.my)**



# Running A GREAT SALES meeting

TOM ABBOTT

Calvin is a Sales Director leading a team of sales professionals. He's an advocate of training and enrolled his team in our 4-day sales training programme. Calvin wanted his team to be more proactive in prospecting and looking for opportunities. During the sales training programme, the team shared their common sales challenges, best practices and success stories for the first time (some had been there 10 years) and learned as much from each other as they did from me. They told me how their attempts at being proactive were at times met with micro-management by their Sales Director.

How could the sales training programme be successful if Calvin's team returns to an environment that doesn't support what they've learned? Their day-to-day environment must support their learning so that their new behaviours become habits. These new behaviours must become habits in order for sales to improve. Despite that, what do many leaders do when sales don't improve after training? Send the team for more training! So what could Calvin (and you as a sales leader) do to ensure the team consistently adopts desired selling behaviours?

## Regular Sales Meetings

After our sales training programme, I met with Calvin and suggested that he call a team meeting and ask each member to share their biggest takeaway and action they will now take. This would reinforce their learning and increase the likelihood of follow-through on actions. How many of your past training materials are collecting dust on a shelf somewhere? I also suggested Calvin hold regular sales meetings. Here are some do's and don't's for sales meetings:

## Here are some tips on running a great sales meeting:

### Sharing

Your team is looking to you for guidance, direction and leadership. Share your "big picture" strategies, priorities, targets and KPIs with the team. As a sales leader, you should only focus on the "what" (vision and objectives).

### Execution

Leave the "how" (tactics and implementation) to your sales team. Focus on what actions they'll take by the next meeting. How will they keep sales opportunities moving forward? Each team member should share at least 1 takeaway and action they will take now.

### Listening

Listen more and talk less. Sales meetings should not become sales training programmes, product knowledge training sessions or reviews of what's happened since the last meeting. Put away the PowerPoint! Instead, ask questions and stimulate discussions of real-life selling situations.

### Learning

Ask team members to share specific sales challenges (closing, gatekeepers, objections, etc.)

Encourage the group to share tips that have worked for them and could be useful to the group. Ask them to share the latest sales book they read, audio they heard or video they watched, and what was their biggest takeaway.

When I work with Sales Directors like Calvin, I encourage them to have regular sales meetings so the team can plan their schedules around those dates. What if they're traveling? No excuse! They can join the meeting via conference call to contribute and learn. Make these meetings a habit. Lead by example.

Have an agenda for each meeting and ask the team for their input. What would they like to focus on? Your team will be more engaged if they've contributed. Be sure to circulate the agenda at least 24 hours prior so the team comes prepared. Remember to respect their schedules by starting on-time and ending on-time (maybe even early!)

Your ability to run great sales meetings will improve the return on your sales training investment and ultimately determine the success of your sales team. If you're looking to build a high performance sales team, schedule a sales meeting with your team now!

**Article by Tom Abbott, an international sales expert, author, coach, trainer and keynote speaker. He works with organisations worldwide to help them build high performance sales teams. E-mail Tom at [prosper@sohosalescoaching.com](mailto:prosper@sohosalescoaching.com) or follow him on Twitter @sohosalescoach.**

Do's	Don'ts
Have structured agendas and respect their time. Keep it short. Start on time and end early.	Have unstructured meetings and waste their time. Keep it long. Start late and finish late.
Keep it interesting and mix things up. They won't want to miss this!	Keep the same old boring routine. Why should they attend this?
Recognise accomplishments and celebrate their wins.	Recognise failures and highlight their defeats.
Encourage discussion and sharing of best practices.	Encourage withholding of information and creation of silos.
Have actionable takeaways. They know what to do next!	No actionable takeaways. What should they do next?



# BEING HAPPY, no Matter What

Decide to be happy today, no matter what happens or who does what. It is within your power to make this leap. The source of happiness lies within each one of us.

I was travelling last week-end by KTM train to Johor Bahru for a public talk, the topic being "Be Happy, No Matter What". And what an 'adventure'! There were challenges from the beginning to the end.

I was carrying my Self-Empowerment books, two boxes each containing 20 books, but there was no trolley at the station. I was struggling for half an hour, and finally caught hold of a man who had a trolley. I begged him, gave him tips and finally managed to board the train on time. I was travelling first class and the cabin looked reasonably alright. Then by 12 midnight, the air-conditioning became very cold and I was freezing. I rang the bell but it wasn't working. I went out but could not find anyone. Finally, I found someone and asked for a thicker blanket; he never came back, may be, because there was no spare. I was awake the whole night. So what did I do? Be happy, no matter what!

If that was not enough, suddenly around 4 a.m. the train came to an abrupt halt for quite some time, with no announcement. I came to know later that the engine broke down. Fortunately they got it repaired after two and a half hours.

I wanted a cup of coffee; and someone brought it to me – black and very sweet. I asked for milk, but the boy said the milk had finished. I could not drink it but fortunately, they left a bottle of water. So what did I do? Be happy, no matter what!

Finally we reached Johor Bahru and my final destination at the Brahma Kumaris centre, I was given a lovely room with all the facilities. After lunch, I took rest. It was very hot, and I could not find any



**DATO' BRIDGET MENEZES**

air-conditioning unit in the room, but I slept well due to exhaustion. When my family found me perspiring, they asked me why I did not switch on the air-con. I couldn't see it as it was behind my bed. At night in the train it was too cold, and in the afternoon in the room it was too hot. So what did I do? Be happy, no matter what!

I was fresh and in bloom, ready for my talk. When I shared my experience with my audience of about 100, they were in stitches.

Looking back, there was benefit in everything that happened as the participants were so touched with my practical experience. One by one they came up to me, congratulating me, and some of them kissing me and taking pictures with me.

This experience only led me to believe that in 'Every cloud there is a silver lining' as not only was I successful in my presentation but I was also driven back to KL in style as my Brahma Kumari family in Johor refused to let me take the train back.

According to the brother-in-charge, this was the best service that happened in many years and about 30 people signed up to do the meditation course. As for me, I was the happiest person, because I made so many people happy, no matter what!

### NEW CORPORATE MEMBER

Congratulations and a Warm Welcome to 6 (SIX) new Corporate Members who joined the Institute in 2013



• ACE PROFESSIONAL STUDIES SDN BHD •



• AGensi INOVASI MALAYSIA (AIM) •



• QUEST INTERNATIONAL UNIVERSITY, PERAK •



• PUTRA BUSINESS SCHOOL (PBS) •



• CURTIN UNIVERSITY SARAWAK •



• MULTIMEDIA COLLEGE SDN BHD •

### Corporate Membership Renewal

A total of 26 (TWENTY-SIX) Corporate Members renewed their membership with IMM between the period January 2013 to December 2013. The Institute thank the following Corporate Members for their renewal :



• Universiti Kebangsaan Malaysia •



• Masterskill (M) Sdn Bhd •



• Universiti Utara Malaysia •



• Menara Kuala Lumpur Sdn Bhd •



• Utusan Melayu (Malaysia) Berhad •



• SME Corporation Malaysia •



• Universiti Tun Abdul Razak •



• Northport (Malaysia) Bhd •



• Asturi Metal lBuilders (M) Sdn Bhd •



## Corporate Membership Renewal



• Universiti Putra Malaysia •



• Puncak Niaga Holdings Bhd •



• Universiti Malaysia Kelantan •



• Universiti Kuala Lumpur •



• MASKargo Sdn Bhd •



• KPJ Healthcare Berhad •



• Tenaga Nasional Berhad •



• Malaysia Productivity Corporation •



• Media Prima Berhad •



• MATRADE •



• PROLINTAS •



• Bank Islam Malaysia Berhad •



• Malaysia Airports Holdings Berhad •



• UDA Holdings Berhad •



• Kolej Poly-Tech MARA Sdn Bhd •



• University of Malaya •



• Othman Yeop Abdullah Graduate School Of Business-UUM •

## Individual Membership Updates

The Institute registered 69 (SIXTY-NINE) New Ordinary Members, 3 (THREE) New Associate Members, 3 (THREE) New Student Members, and 2 (TWO) New Life Members between the months of January 2013 until December 2013.

## New Ordinary Members (New – 69, Renewals – 35)

Congratulations and a warm welcome to all our new Ordinary Members who joined the Institute in 2013

No.	Name	Profession	Company/Organization
1	Azura Binti Mohd. Salleh	Lecturer, Commerce Dept.	Politeknik Sultan Salahuddin Abdul Aziz Shah
2	Noor Fadzlin Binti Abu Bakar	Lecturer, Commerce Dept.	Politeknik Sultan Salahuddin Abdul Aziz Shah
3	Nurul Ashikin Binti Md. Nasir	Manager	My Ideal Weight
4	Rosmanizah Bt Derahman	Senior Lecturer	Politeknik Ungku Omar, Ipoh
5	Ahmad Tamimi Bin Md Som	Lecturer	Politeknik Sultan Salahuddin Abdul Aziz Shah
6	Noor Izyana Binti Zakaria	Lecturer	Politeknik Sultan Salahuddin Abdul Aziz Shah
7	Nor Zarina Pitdin	Lecturer	Politeknik Sultan Salahuddin Abdul Aziz Shah
8	Natasya Mariz Binti Mohamed	Lecturer	Politeknik Sultan Salahuddin Abdul Aziz Shah
9	Maziharita Binti Mohamood	Lecturer	Politeknik Sultan Salahuddin Abdul Aziz Shah
10	Noor Hazarina Bt Hashim	Senior Lecturer	Universiti Teknologi Malaysia, Skudai, Johor
11	Cyril Supain @ Christopher	Lecturer	Universiti Teknologi MARA Kampus Negeri Sabah
12	Haniza Bt Mohamad Nadzri	Lecturer/Head of Program	Politeknik Ungku Omar, Ipoh
13	Hamiza Jamaludin	Lecturer	Universiti Tenaga Nasional, Pahang
14	Dr. Shishi Kumar Piaralal	Senior Lecturer	Open University Malaysia
15	Mohd Zulkeflee Bin Abd Razak	Senior Lecturer	College of Business & Accounting, Universiti Tenaga Nasional, Pahang
16	Zuraini Bt Abdullah Zawawi	Lecturer	College of Business & Accounting, Universiti Tenaga Nasional, Pahang
17	Khairul Nizam Bin Surbaini	Lecturer	Universiti Tenaga Nasional, Pahang
18	Dayang Haryani Diana Binti Ag. Damit	Lecturer	Universiti Teknologi MARA (UiTM) Sabah
19	Dr. Wong Chee Hoo, PhD	Manager	See Hua Marketing Sdn Bhd
20	Hanizam Bin Samsudin	Managing Director	AJWA Corporation Sdn Bhd
21	Lenny Marlina Bte Muskimin	Medical Director	AJWA Corporation Sdn Bhd
22	Patricia Sim Sing Ying	PR & Events Executive	TM Info-Media Sdn Bhd
23	M. Krishnamoorthy	Writer	Krishna & Associates
24	David Tan	Designer Magazine & Mobile Web	Tomiyama (M) Sdn Bhd
25	Rahimah bt Abd. Kadir	Manager Training & Special Projects	Institute of Marketing Malaysia
26	Noorlela Bt Othman	Manager	Institute of Marketing Malaysia
27	Datin Tengku Hasmah	Manager, Finance	Institute of Marketing Malaysia
28	Ami Redin Bin Md Wahi	Admin Assistant	Institute of Marketing Malaysia
29	Noor Mohamed Bin Mohamed Younus	Consultant/Fellow	Putra Business School, UPM
30	Tan Joo Koon	Managing Director	Providence Resources Sdn Bhd



No.	Name	Profession	Company/Organization
31	Siti Saaniah Bt Kamarulzaman	Senior Executive	Universiti Tun Abdul Razak
32	Datin Hajah Haslina	General Manager,	Telekom Malaysia Berhad
33	Salahuddin Sulaiman @ Yusoff	Head, Franchising Dept	Perbadanan Nasional Berhad
34	S. Kajaintharan	Secretary	Koperasi Gemilang Malaysia Berhad
35	Dr. Syadiyah Abdul Shukor	Senior Lecturer	Universiti Sains Islam Malaysia
36	Assoc Prof. Dr. Nek Kamal Bin Yeop Yunus	Associate Professor	Universiti Pendidikan Sultan Idris (UPSI), Tg. Malim
37	Faizam Bin Horian	TM Industrial Advisor	Telekom Malaysia Berhad, Multimedia College Sarawak
38	Prof. Dr. Mahadzirah Mohamad	Lecturer	Universiti Sultan Zainal Abidin (UniSZA)
39	Yew Lip Sin	Chief Executive Officer	RKK Sdn Bhd
40	Tan Kean Seong	Managing Director	INGUE Marketing
41	Prof. Dr. Dileep Kumar	Professor	Othman Yeop Abdullah Graduate School of Business-UUM
42	Dr. Geoffrey Harvey Tanakinjal	Senior Lecturer	Universiti Malaysia Sabah, Labuan International Campus
43	Mark Rozario	Chief Executive Officer	Agensi Inovasi Malaysia
44	Eddie Razak	Executive Vice President, Corporate Communications	Agensi Inovasi Malaysia
45	Nicholas Goh	Chief Operating Officer	Quest International University Perak
46	Professor Dr. Ilias Mamat	Dean, Faculty of Business Management & Social Sciences	Quest International University Perak
47	Dr. Arfah Salleh	President & CEO	Putra Business School, UPM
48	Prof. Dr. Foong Soon Yau	Thesis Program & Research Director	Putra Business School, UPM
49	Ismail Md. Isa	Chief Operating Officer	Guardian Venture Oil & Gas Sdn Bhd
50	Ros Azaman Bin Othman	Director of Sales	Guardian Venture Oil & Gas Sdn Bhd
51	Kribalini Krishnan	Local Marketing Manager	Tesco Stores (Malaysia) Sdn Bhd
52	Rachel Lee Teng Teng	Brand Manager	Tesco Stores (Malaysia) Sdn Bhd
53	Hanisah Mohd Shariff	Director	DQ Advertising Sdn Bhd
54	Stephanie Ho Pei Sian	Vice President,	Leaderonomics Sdn Bhd
55	Megat Daniff Shahrman Bin Zaharudin	Executive Director	GIG Technology Holdings Sdn Bhd
56	Assoc. Prof. Dr Haji Mohd Shukri Haji Omar	Rector	Universiti Teknologi MARA, Machang Campus, Kelantan
57	Veronica Lourdes	Managing Director	ACE Professional Studies Sdn Bhd
58	Adeline Cyril	Executive Director	ACE Professional Studies Sdn Bhd
59	Dr. Kamala Vainy Pillai	Lecturer	Curtin University Sarawak
60	Dr. Alan Downe	Associate Dean (R&D), Head Dept. of Marketing & Management	Curtin University Sarawak
61	Shirley Chang Shin Yee	Marketing Manager	Acquire Sdn Bhd
62	Nuraizah Shamsul Baharin	Managing Director	MADCAT World Sdn Bhd
63	Dr. Salomawati Binti Ishak	Senior Lecturer	Sultan Azlan Shah Polytechnic
64	Kamal Bin Noordin	Sales Manager	Telekom Malaysia Berhad
65	Nur Atiqah Ya'acob	Manager	Manja Zone Enterprise
66	Syazwani Binti Ismail	Manager	Institute of Marketing Malaysia
67	Mohd Syarin Aman Bin Ahmad Fuat	Programme Coordinator	Quest International University, Perak
68	Nor Aziza Binti Abdul Aziz	Lecturer	Politeknik Tuanku Syed Sirajuddin, Perlis
69	Mohd Azmi Bin Ismail	Manager	Telekom Malaysia Berhad

## Ordinary Membership Renewal

The Institute thanked the following Ordinary Members who renewed their membership with IMM during the period January 2013 to December 2013.

No.	Name	Company / Organization	Job Title
1	Ashok Rudy Ratnanesan	Acquire Sdn Bhd	Executive Director
2	Dato' Zakaria Kamaruddin	MATRADE	Deputy CEO
3	Alexander Augustine Druce	Methodist Pilley Institute, Sibu, Sarawak	Accounting Tutor
4	Jason Yong Kian Chong	Yong Trading Company	Partner
5	Mohamad Riza Bin Dato' Seri Abdahir	Jopami Group of Companies	General Manager
6	Iris Cheong Kwei Foong	Indra Pusaka Sdn Bhd	Head, Sales & Marketing
7	Lee Chee Seng	Sapura Technology Bhd	Senior Manager
8	Leong Chee Kin	Shima Asia Pacific (M) Sdn Bhd	Senior Sales Executive
9	R. Logamoorthy A/L Ramasamy	Ivory Integrated Sdn Bhd	Director
10	Ir. Mohd. Haizad Hussain	Matrix Power Network Sdn Bhd	Managing Director
11	Dr. Bernard Tan Hoi Piew	Universiti Tunku Abdul Rahman	Associate Professor
12	Chong Hing Pheng	Tuck Sun & Co (Malaysia) Sdn Bhd	HR Director
13	Yeap Chin Chong	Ivory Times Square Sdn Bhd	General Manager
14	Evelyn Tan Siew Foong	Genting Property Sdn Bhd	Marketing Manager
15	Nitthiyanathan A/L Lachumanan	Quest International University Perak	Deputy Director, Marketing Division
16	Karen Kueh Meng Koon	Swinburne University of Technology, Sarawak Campus	Lecturer
17	Assoc. Prof. Dr. Nor Azila Mohd Noor	Othman Yeop Abdullah Graduate School of Business-UUM	Associate Professor
18	Siti Badarny Shamsaifah Hassan	Putra Business School, UPM	Director of Learning Liaison
19	Roslan Bin Mohamed	Proton Edar Sdn Bhd	Manager
20	Khairul Anwar Kamarudin	UKM TEEM Sdn Bhd	Chief Executive Officer
21	Hamliza Sham Mohamed Arifin	Astronautic Technology (M) Sdn Bhd	Corporate Communications Director
22	Peter Lee	Hotel Lee Tien Sdn Bhd	Company Director
23	Chan Chee Seng	Premier Automobiles Sdn Bhd	General Manager
24	Saidi Che Hassan	FELDA Prodata Systems Sdn Bhd	Head of Marketing
25	Nor Ariefah Hafidza Binti Kadir	Politeknik Port Dickson	Lecturer
26	Rosniyati Bt Abd Razak	Politeknik Port Dickson	Lecturer
27	Jamilah Hussain	Politeknik Port Dickson	Lecturer
28	Amimah Talib	Politeknik Port Dickson	Lecturer
29	Shukeri Bin Mohamed Ros	Politeknik Port Dickson	Lecturer
30	Leong Chee Kin	Shima Asia Pacific (M) Sdn Bhd	Asst. Sales Manager
31	Santhi Govindan	AIMST University, Semeling Campus	Senior Lecturer
32	Datin Samanthe Tee Ai Shiang	Wealth Mastery Academy Sdn Bhd	
33	Dato' Ong Ning Yan	Wealth Mastery Academy Sdn Bhd	Chief Executive Officer
34	Masela Ibrahim	Faber Group Berhad	General Manager, Corporate Communications
35	Datin Nor Hafiza Ismail	Universiti Kuala Lumpur	Lecturer



## ASSOCIATE MEMBERSHIP

The Institute welcomed TWO (2) New Associate Members who joined IMM in 2013. They are :

No.	Name	Profession	Company/Organization
1.	Abdul Rahman Bin Zahari	Lecturer	Universiti Tenaga Nasional, Pahang
2.	Dr. Cheng Wei Hin	Associate Professor /Lecturer	Universiti Utara Malaysia

Associate Member Mr. Tan Kian Beng, Branch Manager at Multi-Purpose Insurans Bhd, Melaka renewed his membership for one year from 15 March 2013 to 15 March 2014.

## STUDENT MEMBERSHIP

The Institute welcomed THREE (3) new student members in 2013 and thanked THREE (3) student members who renewed their membership in the same year. They are :

No.	Name	Profession / University
<b>New Student Members</b>		
1.	Ms Nagmeh Sabermajidi (SM205)	Part Time Tutor / Lecturer – Taylor’s Business School and also PhD candidate in Social Media & Consumer Behaviour at Taylor’s University.
2.	Ahmad Faizal Bin Zulsamli (SM206)	Practical Student, Bachelors Degree Universiti Tun Abdul Razak
3.	Hazaz Abdullah Alsolami (SM207)	PHD Student, Universiti Kebangsaan Malaysia

## STUDENT MEMBERS - Renewed

No.	Name	Profession / University
1.	Azrul Zammir Bin Sobki	Universiti Utara Malaysia (UUM)
2.	Okpara Izuagba Uchenna	INTI International University Sarawak
3.	Miss Anisiobi Anulika Loveline	INTI International University Sarawak

## NEW LIFE MEMBERS

Congratulations to our New Life Members who were accepted in 2013 :

1. Ganeshwaran Thanapalasingham (LM013) Private Tutor, Kuala Lumpur effective 1st May 2013.
2. Zaharah Abd. Jalal (LM014) Principal Consultant/Trainer at MDEA Consultants Sdn Bhd. effective 1st June 2013.

# IMM BOWLING TOURNAMENT 2013

The most awaited annual event of IMM, Bowling Tournament 2013 finally arrived. The yearly tournament was held on Saturday, 30th November 2013 with official kick-off by one of our Council member Sallauddin Mohamed Sah, General Manager of Malaysia Airport Holdings Berhad (MAHB).

The tournament received good response with teams from Pembangunan Sumber Manusia (PSMB), Bank Rakyat, Multimedia College, Women Entrepreneur Network (WENA), PLUS Berhad, SMECorp, Yellow Pages, Putra Business School, Telekom Malaysia Berhad, Malaysia Airport Holdings Berhad as well as teams from families and friends of IMM.

This year's tournament occupied the 28 lanes bowling alley showcasing 112 pro and amateur players, the youngest bowler being a five (5) year old boy who walked home with prizes as well.

IMM thanked all participating teams for their supporting spirit and congratulations to all winners. Winners received prizes and trophies.



Besides the winners, everyone went home with a goodie bag worth over RM100 each. Special thanks to all our sponsors mainly Bank Rakyat, PLUS Berhad, Pembangunan Sumber Manusia (PSMB), Taylor's University College, UNIRAZAK, Elken, Tourism Selangor, Malaysia Airport Holdings Berhad and Southern Lion Sdn. Bhd. Our thanks also goes to all other parties and individuals who have contributed towards the success of this tournament.

There were also lucky draw prizes comprising of electrical and household products, food hampers, books, toys and many others. The grand prize was a 7-inch HD ASUS tablet with 3G phone and WiFi won by one of our lucky bowler.

We believed everyone had an enjoyable time, great game and opportunities to network with other players and not forgetting bonding with family and friends. Overall it was an exciting event and we look forward to greater participations in our future events!





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