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HIGHLIGHTS 2018



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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.



INSTITUTE OF MARKETING MALAYSIA
WELCOMES
YB DATUK IGNATIUS DARELL LEIKING



The Institute of Marketing Malaysia (IMM) welcomes its new Patron, YB Datuk Ignatius Darell Leiking, Minister of International Trade & Industry.

It is indeed a great honor and privilege to have YB Datuk Ignatius Darell Leiking as our new Patron.

With our Patron's guidance, support and encouragement, it will certainly take IMM to the next level of marketing excellence both locally and internationally.



INSTITUTE OF MARKETING MALAYSIA

Courtesy Call on Yang Berhormat Datuk Ignatius Darell Leiking Minister of International Trade & Industry



YB Datuk Ignatius Darell Leiking (centre) with IMM Council Members

In early October Dato' Sharifah Mohd. Ismail accompanied by Council Members – Haslina, Sallauddin, Fairuz, Frankie Chong and Siti Badarny made a courtesy call on YB Datuk Ignatius Darell Leiking, Minister of International Trade & Industry at his office in Menara MITI.

During the brief meeting IMM officially extended an invitation to YB Datuk Ignatius Darell Leiking to be our new Patron to which the Minister graciously accepted.

A brief yet meaningful meeting. We truly appreciate YB Datuk Ignatius Darell Leiking making time to meet the delegation.

As the Patron of IMM we hope to see more of YB Datuk Ignatius Darell Leiking at our events and programmes.



One for the album – a group photo with Puan Noor Liyana, Private Secretary to YB Minister (sixth from left) and officers from MITI - Encik Faizal Mohd Yusof, Senior Director (4th from right), Angelina Fatimah Ambrose (2nd from right) and Khairunnisa Yahya (far left).

Courtesy Call on YBhg. Datuk Isham Ishak
Secretary-General, Ministry of International Trade & Industry (MITI)



Datuk Isham (centre) with IMM Council members and officers from MITI – Angelina Ambrose Fatimah (far left), Encik Mohd. Zahid Abdullah, Senior Director (second from left) and Khairunnisa Yahya (far right).

In September IMM President Dato' Sharifah Mohd. Ismail and Council Members Haslina, Shahana and Sarah called on YBhg Datuk Isham Ishak, Secretary – General, Ministry of International Trade and Industry at his office at Menara MITI, Kuala Lumpur.

The purpose of the visit is to keep our Secretary General informed and updated on IMM's programmes and activities as well as its role in supporting the government's efforts in upgrading the knowledge and skills of our workforce, entrepreneurs as well as students especially in the areas of sales and marketing. IMM also shared the various training programmes and certification programme conducted by the Institute for marketing professionals and practitioners in the country.

YBhg. Datuk Isham showed keen interest in IMM's achievements and gave his assurance on the continued support from MITI towards the future growth and development of IMM.

The Council would like to thank YBhg. Datuk Isham for accommodating IMM.



First Student Chapter was launched at Curtin Malaysia, Miri, Sarawak. The launching was officiated by IMM's former Patron Tan Sri Rafidah Aziz. Witnessing the launching were former Sarawak Deputy Chief Minister and Curtin Malaysia Pro-Chancellor Datuk Patinggi Tan Sri Dr George Chan, Puan Sri Wira Lorna, staff, students and other guests.

COUNTRY'S FIRST IMM STUDENT CHAPTER LAUNCHED AT CURTIN MALAYSIA

Over 200 staff and students of Curtin University Malaysia (Curtin Malaysia), invited guests and members of the public witnessed the official launching of the Institute of Marketing Malaysia Student Chapter (IMMSC) of Curtin Malaysia at the university's campus in September 2018.

The IMMSC of Curtin Malaysia, established in January 2018, is the nation's first Institute of Marketing Malaysia (IMM) student chapter dedicated to providing students of all disciplines a platform to enhance their marketing knowledge and skills through a wide range of marketing-related activities.

The launching was officiated by former Minister of International Trade and Industry and former Patron of IMM, Tan Sri Rafidah Aziz.

It included a presentation of certificates to the founding IMMSC committee members led by former President and marketing and management graduate Annithaa Pandiapp, who is now advisor to the IMMSC.

Witnessing the launching were former Sarawak Deputy Chief Minister and Curtin Malaysia Pro-Chancellor Datuk Patinggi Tan Sri Dr George Chan, Curtin Malaysia Council member Datu Dr Hatta Solhi, and Curtin Malaysia Pro Vice-Chancellor, President and Chief Executive Professor Jim Mienczakowski and his deputy, Professor Beena Giridharan and IMM President Dato' Sharifah Mohd. Ismail.

Also present were staff of Curtin Malaysia's Faculty of Business headed by Acting Dean Associate Professor Pauline Ho and Acting Deputy Dean Dr Shamsul Kamariah Abdullah, who is faculty advisor to the IMMSC of Curtin Malaysia, as well as current IMMSC of Curtin Malaysia President Yin Shu Wen.



Colourful cultural dance performance by staff of Curtin Malaysia.

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Tan Sri Rafidah signing the commemorative plaque in conjunction with the launch of the Student Chapter and receiving a token of appreciation from Prof Jim Mienczakowski, President and Chief Executive of Curtin Malaysia.

Following the launching, Tan Sri Rafidah gave a talk on the Internet of Things (IoT) and Industry 4.0 in which she stressed the importance of being technology and Internet savvy and having product integrity in the marketplace today. She urged marketeers to prioritise what she termed the 3Ps of marketing today – profit, people and the planet – to remain relevant.

Elaborating on the 3Ps, Tan Sri Rafidah said above profit, companies must prioritise the welfare of their staff and customers while their products and services must be produced using environmental friendly technology that ensure a sustainable planet.

Among factors that make good marketeers are innovation, ability to pre-empt what is going to happen, including changes in the industry, particularly Industry 4.0 as current technological innovations have the potential to strengthen and improve not only the economy, but also the world as a whole.

On the IMMSC of Curtin Malaysia, she commended Curtin Malaysia for pioneering the chapter and hoped it would inspire more universities to set up their own student chapters.

The IMMSC of Curtin Malaysia was initiated by a group of students of the Department of Marketing at Curtin Malaysia's Faculty of Business with the support of Head of Department Dr Samuel Folorunso and Dr Shamsul Kamariah.

The IMMSC serves as a platform for members to apply marketing concepts they learn in the classroom to different real-world situations, as well as attend workshops, seminars, talks and other marketing related activities to enhance their understanding of marketing.

The chapter also works towards building lasting and meaningful relationships with professional bodies and industry, including organising industry visits to give members insights into the marketing profession and career opportunities available.



Curtin University, Malaysia



The team at Curtin Malaysia that created history with the establishment of the first IMMSC in the country.

In his speech, Datuk Patinggi Dr Chan said Curtin Malaysia was proud to have the first IMMSC in Malaysia. He lauded IMM for opening it to students of different disciplines so that all will have the opportunity to enjoy its membership benefits and activities.

He said that as Curtin's largest international campus and global hub in Asia, as well as a world-ranked Australian university in Malaysia, Curtin Malaysia's challenge and opportunity is not only to help create a well-educated and well-trained workforce that can rise to competition from around the world, but also to ensure that young people can flourish, and have the opportunity to unleash their potentials.

This was echoed by Professor Mienzakowski, who cited IMMSC Founding President Annithaa as a shining example of the quality graduates Curtin Malaysia produces - graduates who are job-ready, capable of working effectively across different cultures and disciplines, and making significant contributions to industry.

Meanwhile, Dato Sharifah said the IMMSC was planned as early as 2014 with the signing of a memorandum of understanding for collaboration with Curtin Malaysia. Besides the establishment of the IMMSC, it sets the framework for ongoing collaboration for the benefit of both organisations as well as the students and the community at large.

She added that the launch of the IMMSC at Curtin Malaysia marked another milestone and achievement for IMM in expanding its role in reaching out to students and helping them in expanding their marketing knowledge and skills and ultimately prepare them for the working world.

IMM is the only registered Institute in the country serving the marketing fraternity in Malaysia. It was founded in 1977 by Tengku Razaleigh Hamzah who also became its first patron. Formed under the Societies Act 1979, the Institute assists, trains and brings together marketeers from various businesses and industries with the goal of improving the marketing skills of its members. Members of IMM are affiliated to the Asia Marketing Federation (AMF) of which seventeen countries are members.

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CHALLENGES IN GROWING YOUR BUSINESS:

How Sales & Revenue Drive Growth

BY

CHRISTOPHER RANDOLPH

GROUP CEO - COMMTECH INNOVATIVE GROUP SDN. BHD.



In today's economy and market, "Good" is **NOT** "Good Enough". We need to **Think Fast, Move Fast** and most importantly, **ACT FAST**.

The life-blood of ANY business is revenue and profits. It's the duty of a company and business to generate sales and be profitable. Any enterprise that cannot generate revenue and cash flow is doomed for failure and extinction.

With this in mind, ask yourself these vitally important questions:

"Can I do better in 2019?"

"Can my team do better in 2019?"

"Can my company perform better, get more clients and increase revenue in 2019?"

As business owners and commercial entities, we must never forget our role to solve the problems of our customers and provide valuable solutions, for which we are compensated. For too many, the idea of being profitable or to earn a great living may be "wrong" as we don't want to be pushy or be accused of aggressive selling or being pushy.



Networking opportunity for all

Participants and guests at the Institute of Marketing Malaysia (IMM) CEO Talk in July 2018 by Chris Randolph were ignited by this thought; which truly was an eye-opening lesson for all who attended this engaging and powerful session.

The CEO Talk session was filled with humour, life lessons, personal anecdotes, business and marketing lessons as well as foundations in excellence, performance and the go-getter attitude.

Chris drove home the idea that the duty and responsibility every single company, large or small, is to bring in revenue. With revenue being the life-blood of any enterprise, we as professionals must have an important focus on this. All the policies, procedures, salaries, bonuses, continued employment, expansion and survival of a business are contingent on cash flow, revenue and profits.

More often than not, we tend to look down on "salespeople".... Without realizing that the economy of any entity, like a country, is derived from the flow of money, which is directly derived from the financial transactions from products and services being bought and sold.

Chris also mentioned that for massive success, each one of us needs to become ambassadors of our respective companies, regardless of our roles. We must think more like marketing and sales professionals rather than "just" an admin, HR, accounting, logistics or designing executive.

When a business places a sharp focus on sales and marketing plan and everyone gets involved, there cannot be any other result except success. Unfortunately, this is easier said than done.



Sharing ideas and asking questions is the best way to learning new things.

With several solutions, techniques and strategies to this, the participants of the CEO Talk were armed with actionable steps, innovative ideas and concrete tactics to achieve this.

With a corporate track record spanning 2 decades in USA, Asia and parts of Europe, Chris has led his company since its founding in San Diego in 1998. With global clients in 15 different countries and dozens of different industries, Chris brings a specialty of sales and marketing to enhance and increase business revenue.

Also known as **#GreatSalesCoach** and **#SalesSifu**, Chris demonstrated practical applications and techniques of social media, sales psychology, persuasiveness and the value of our products and services used in every-day selling.

More than just selling techniques, Chris outlined the importance of goals, determining outcomes, improving systems and processes as well as training in techniques and developing teams.

Even until today, Chris practices what he preaches and is involved in not only the day-to-day operations of his business but also functions as highly productive sales representative for his companies. In addition he teaches his team techniques that force them to perform with excellence.

With the experience of watching Chris in action and the case studies he shared, it's crystal clear he is a true guru who helps clients transform themselves with a clear sense of purpose in selling and achieving higher revenue growth and profit.



A group photo with Chris and guests present.



INNOVATION THE WAY TO LEADERSHIP:

Design Thinking Innovation Leadership, Management and Coaching

BY

KHAIRUL ANWAR

EXECUTIVE DIRECTOR & CERTIFIED COACH
DT LEADERSHIP SDN. BHD.



Leaders of today no longer need to have big titles. According to Senior Innovation Coach and Consultant Khairul Anwar: "Leaders of today are great by their ability to innovate – professionally and personally. If you are current leaders that have big titles but struggling to innovate, your days are numbered."

While speaking to about 100 participants at the Institute of Marketing Malaysia (IMM) CEO Talk series, Khairul added, officials with smaller in titles, but if they are constantly innovating that person is an innovative leader. "I stumbled on my current research by accident. By observing peoples reaction."

He is convinced that today's modern, fast moving and highly demanding organisation require top executives and senior leaders to be creative and innovative in leadership strategy. Khairul has more than 10 years in depth and diverse experiences in various sectors as senior leader and innovation coach in Asia. He's also involved in start-ups, social enterprise and Fintech as part of growing sector around ASEAN countries.

In his two-hour talk in November 2018 titled Innovation Fortitude by Design Thinking, Khairul said: "Design thinking methodology is a human-centered innovation tool used by many organisations to deal with complex challenges and problems. It promotes multi-disciplinary teams to redesign organization, products, services and big ideas.

Khairul puts premium on innovation and execution simply because it's the only measure of success. Currently, he is thought leader in design thinking innovation and leadership development. DT LEADERSHIP SDN. BHD. Interest is in people development, leadership behavioral change and innovation skills development.

Khairul's International Projects Countries were The United Kingdom, Ireland, Scotland, UAE, Qatar, Indonesia, Brunei, Singapore and Germany.

"Design Thinking (DT) is used by global companies to enable innovation as the front runner for sustainable growth, solve perennial business challenges and build adaptive meaningful solutions."

His job he said is to help clients approach their challenges together and scaffold them to achieve optimal solutions. "We convince our clients that lasting change takes time and efforts. Consistent efforts breed consistent positive results."

Khairul specialised coaching in integrating principles of innovation as part of top executives and senior leaders leadership strategy. He has trained and coached innovative leadership from senior levels to operational levels to measurably impact their leadership qualities and innovation confidence to improve organizational effectiveness.



All set for the CEO TALK with Khairul Anwar.



Interactive session between Khairul Anwar with participants and guests present.

“To change the world and ourselves, we need more fortitude which is strength and courage. Attitude alone is not enough. In hard times, when you hit rock bottom, attitude matters less. You need fortitude. You need to get out and hit the road to run or walk or jog. All of us need fortitude. If you find yourself still struggling, that’s because you may have positive attitude yet your fortitude isn’t forthcoming enough yet.”

In his talk, Khairul cited a narrative story. “Suddenly the Group CEO in a Townhall meeting with staff was interrupted by someone asking the obvious, “Tan Sri, will we get bonus this year? It has been 5 years since.” Silence. Stoned. It was a guy from the floor. Unseen someone. The five letter words that breaks many sleepy heads in the large Townhall. Most probably pretend listening to the CEO’s “careful messaging”, “downplay” and “pandering” the workforce.

That guy who asked the question has the F - word - Fortitude. Innovation in today’s business needs fortitude. The bravery and candour to do and make things. Ideas are cheap. Swarmed by technological superspeed; organisations feel overwhelmed. Workforce were displaced and the top disillusioned by what matters to the customers. Old products retrofitted. Change becomes a lip service. New ideas shunned. Trust diminished. Too many KPIs and SOPs – we worship stability over diversity.

Khairul has held senior level positions and worked as business management alongside multinational companies in Europe, Asia and Middle East. He is also an active voice of start-up, social enterprise and fintech as the new economic model for modern organization.

He was recognized for his innovative approach, which he did by integrating principles of innovation together with Marshall’s methodology. His current clients are in banks, conglomerates, infrastructure and services. Khairul believes this world is big enough to learn and small enough to do bad things.

Khairul started as more brawn than brain and lead a simple life. He said it is important to make mistakes early so we have enough time to get our priorities right.

Always thinking how to make life better by empowering people and ideas. “I write based on what catches my attention based on what I read, observe, work on, think and feel. All writings are based on personal opinions and sometimes I may use literature from others but the elaboration is mine.”

He spends his free time playing with startup ideas and watering his plants (hoping either one will bear fruits some day!). He holds Master of Business Administration (MBA) and Bachelor of Business Administration (Honours) from Asia e University (AeU), Malaysia.



At the end of the CEO TALK, participants posed for a group photo with Khairul Anwar.

**SOCIAL MEDIA MARKETING,
CLIENT ATTRACTION
& SALES EDGE**

MARKETING THROUGH SOCIAL MEDIA

“Be practical, and use the social media to sell! sell! sell!” said Chris Randolph, author, sales coach and marketing specialist.

He demonstrated the practical applications and techniques of social media marketing used in every-day selling.

About 80 executives and CEOs attended Institute of Marketing Malaysia (IMM) power packed seminars on Social Media Market, Client Attraction & Sales Edge.

He provided an overview of the latest Digital Technology and Platforms to drive inquiries and sales utilising a comprehensive Internet and Social Media Action Plan.

Right at the outset of the seminar, Chris determined the exact outcome participants wished to accomplish, using digital technology.

He used social media systems and Internet strategies to drive interested leads into prospects, and later consider sold.

He took the participants into a selling, relationship building, and persuasion process and then showing them how to convert these into paying customers.



Christopher Randolph

Chris also does one-on-one coaching, group coaching, Teleseminars and interactive workshops. He has written several articles and books. He has done many audio programmes and public/private seminars, boot camps and retreats.

Chris demonstrated how to Build a Killer Social Media Presence, Lead Generation and Pipeline Marketing Secrets.

Most of all his sessions on How to Attract The Client You WANT To Work With was interesting and enlightening.

“You have to communicate the value of your company’s product and services and position yourself as the expert.”

The seminar attendees learnt how to evaluate the market into understanding the impact of social media online and offline marketing.



Chris explained to participants that it is very important to know the right skills to communicate about our products and services.



Chris sharing his experience & skills with participants

They also learned how to acquire more tools and be updated on the current best practice in social media marketing to gain customers and achieve a higher profit.

Having spent 6 years as a military officer, Chris was ingrained with the basic building blocks of management and leadership.

Experiencing the challenges in successfully motivating individuals from different backgrounds for a common cause, Chris realised that this was one of his natural talents. He began devouring materials on leadership, relationships, persuasion and rapport.

Over the last 18 years, Chris has applied himself to the study and practice of professional selling, management/leadership skills, negotiation techniques, presentation skills, life purpose, goal identification and achievement, scriptwriting and marketing.

“In today’s marketplace, being good is not good enough.” Chris said.

“Skillset is tools for selling, product knowledge, asking for referrals, knowing what to say or do. Perfecting the presentation or demonstration, handling objections, prospecting strategies, marketing systems, trial closes and everything in our sales tool belt must also be taken into consideration. Skillset is the knowledge necessary for success.

”Mind set is having the attitude and focus to utilize our skill sets. It’s having the focus and determination of continuing to use our skill sets even in the face of rejection, of losing the sale or making phone call after phone call. Mindset is the application of all of this knowledge and skills.” Chris added.

Chris began a stellar entrepreneurial and sales career, and later expanded on this talent, and applied it to his daily working life. Even though he currently owns 3 successful businesses, the passion and profession of selling are flowing in his veins.

It is because of this, he was involved in not only the day-to-day operations of his business but also functions as highly productive sales representative for companies. In addition, he teaches his team techniques that force them to perform with excellence.

Through his studies and the application of these skills, he was able to demonstrate to the participants how to break through an unreasonable fear of cold calling.

Over the years, he and his team have made over 290,000 telephone cold calls and over 4,100 in-person presentations.

Using his personal experience, Chris has been able to identify key areas that make professional salespeople great.



Lots of discussion and participation by participants.

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Thumbs up to our Trainer!

Chris' areas of excellence and expertise include Power Goal Setting, Building Trust & Rapport, Psychology of Successful Selling, Telephone Selling Strategies, Sales Scripting, Negotiations, Overcoming Fear & Reluctance in Sales, Handling Objections, Being More Productive During the Selling Day, and the key areas of importance in the sales process.

He is the author of the book "The Sales Edge: the Difference between an Average Salesperson & the Successful Sales Professional".

Chris has also developed a sales manual designed for both the novice and proficient salesperson.

"The Sales Edge" describes the whole sales process in a clear concise manner with field- tested and proven strategies.

Chris is also the author of "How To Handle Every Single Objection", "25 Ways To Increase Sales Now" and "World's Greatest Closes".

He has helped his clients transform themselves with a clear sense of purpose in selling. "I found myself exposed to powerful strategies that will transform my skill level. "

I also learnt how to develop a game plan for my financials, profession and life," a participant said.



Some of the participants who attended the seminar.



MOU SIGNING BETWEEN PEARSON UK & IMM with Ng Guan Lee (far left) from Pearson Singapore, Andrea Shepherd (2nd from right) and Kelly Lickley (far right) from Pearson UK.

MOU SIGNING BETWEEN IMM AND PEARSON, UK

The Institute of Marketing Malaysia (IMM) and Pearson UK has entered into an Agreement to conduct Higher Education Qualifications - Pearson LCCI Marketing and Business Qualifications program.

A Memorandum of Understanding (MoU) was signed at Pearson Malaysia office at Bangsar South, Kuala Lumpur, in June 2018. IMM was represented by its President Dato' Sharifah Mohd. Ismail while Andrea Shepherd was signing for Pearson. The signing was witnessed by Ng Guan Lee of Pearson Singapore and Choong Kean Loong from Pearson Kuala Lumpur.

A lot of efforts has been put in by both organisations to achieve this MoU. It is our hope that this collaboration will create more opportunities for Malaysian as well as others from the neighbouring countries to pursue their marketing studies and obtain qualifications from a renowned education institution like Pearson and a professional body like IMM.

With this MOU IMM is also looking forward to introducing its Certified Professional Marketer (CPM) Asia - a certification program for marketer conferred by Asia Marketing Federation (AMF). Alongside Pearson is keen to explore the possibility of making Kuala Lumpur a LearningHub where Pearson's LCCI in Marketing & Business Qualifications and IMM's CPM (Asia) programs can be offered to students and working adults as well as professionals in countries around this region.

With this MOU IMM and Pearson will explore more collaboration and partnership opportunities especially in the areas of training and education and talent development.



Another milestone for IMM in the area of training and education.

MAJLIS MESRA HARI RAYA AIDILFITRI 2018
GUEST OF HONOR
HRH SULTANAH PAHANG, SULTANAH HAJJAH KALSOM



Group Photo with Her Royal Highness Sultanah Pahang, Sultanah Hajjah Kalsom (centre) and Tan Sri Rafidah Aziz (fourth from left) with guests, IMM Council Members and staff.

MAJLIS MESRA AIDILFITRI 2018

IMM's Majlis Mesra Aidilfitri 2018 was held in early July at Hotel Seri Pacific, Kuala Lumpur for our members, business associates and friends and their families in celebration of Hari Raya Aidilfitri. This once a year event was also held to show our appreciation to our members, business associates and friends for their untiring support for the Institute's activities and programs as well as for them to renew ties and friendship amongst all present, as well as meeting old friends again.

In keeping with our annual tradition of inviting children from various Homes/Orphanages to attend this memorable event to mark the end of Ramadan, forty (40) children from Pertubuhan Al-Khaadem, Sungai Kayu Ara, Selangor, thirty (30) children from Pertubuhan Kebajikan Islam Peribadi Mulia, Kajang, Selangor, as well as thirty (30) autism children from Akademi Al-Quran Ar Rayyan, Sentul Perdana attended the Majlis Mesra Aidilfitri 2018, chaperoned by their respective teachers.



*Thank you Her Royal Highness Sultanah Pahang, Sultanah Hajjah Kalsom for gracing the occasion.
A moment of sharing and caring.*

Over 200 guests comprising IMM members, Advisors, Fellows, Business Associates, family and friends attended the event.

To keep the event lively, IMM and guests were entertained with Quran Recitation and Hafazan by the autism children, Sufi dances and Nasyyid songs performed by the children from the three Homes. The children and guests were feted with a sumptuous array of festive food like ketupat, rendang and satay and a variety of Hari Raya kueh. IMM presented a contribution of RM1,000 to each Home and gifts to the children.



Bringing smiles and joy to children from three homes.



Menjunjung Kasih Tuanku for duit raya.

Our special thanks and appreciation to Her Royal Highness Sultanah Pahang, Sultanah Hajjah Kalsom for gracing the occasion and presenting “Duit Raya” to all the children from the three Homes.

Menjunjung Kasih Tuanku!

We also thank all our members and guests for attending IMM’s Majlis Mesra Aidilfitri 2018 and making the event memorable. Last but not least thank you to all the Council members and IMM staff for helping to organize the event and playing hosts to the guests throughout the entire event.

This gathering will further enhance and strengthen the professional relationship between IMM and its members as well as everyone who have supported IMM in all its initiatives.



A special Hari Raya gathering for everyone present



A joyous and memorable occasion for the children. May we be blessed always.

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Asia Marketing Federation (AMF) issued a special report on the 9 Top Trends of Marketing in Asia 2019. The report is the synthesis of the professional foresight and consolidated wisdom of the Asian marketing fraternity.

Asia Marketing Federation is the networking body of marketing associations in Asia. AMF has a critical mission as the premier regional body which effectively promotes the interests of marketing in Asia and strengthens the Asian marketing fraternity. Its member countries include Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, Korea, Macau, Malaysia, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam.

9 TOP TRENDS OF MARKETING IN ASIA 2019

1. Banking retail streamlining and digital payment platform – Fintech

We are seeing more adaptation of digital technology especially within the banking sector in the area of customer service, payment and credit worthiness rating. There is a need to embrace analytics driven marketing. In particular, we are seeing innovative ways of assessing customer worthiness through their spending patterns rather than their existing financial health and commitments. At the retail scene, there is a proliferation of multiple cashless payment via connected accounts, cards and e-wallets. In the area of e-wallets, we foresee the streamlining of the e-wallets payment options.

2. OMNI channel – increased popularity and accelerated adoption by retailers

The move of e-commerce giants to acquire brick-and-mortar retailers has highlighted the importance of OMNI marketing, the seamless integration of online and offline marketing. This, in turn, has influenced smaller e-commerce players and brick-and-mortar retailers to incorporate OMNI marketing in their business strategy.

More retailers are starting to evolve their OMNI channel strategy where customers can enjoy digital enhanced shopping experience, interact and purchase with the merchant online/offline seamlessly. From going to shop to experience “touch and feel” of the products, online query on color/size/stocks availability right up to the purchase and delivery arrangement all done online while still at the shop.

3. Rise in utilization of Digital Payment and disruption of traditional currency business with digital currency

With the improvement to the digital experience of e-commerce players and the facilitation of mobile transactions, Digital Payment Platforms are starting to take on a new role. Several institutions have explored the possibility of treating Digital Payment Platform as a distribution channel for ultra-micro loan. This type of loan will be attractive to borrowers if the cost of fund is more economical. On the other hand, by analyzing data about the behavioral pattern of Digital Payment Platform users, it can help the lender to minimize the risks associated with ultra-micro loan.

We are seeing more adaptation of digital currency in daily transaction. This has affected traditional businesses such as money changer and traditional small retailers that offer only cash payments. There’s more cross-regional currency exchange digitally whereby the exchange rate can be influenced not by regional monetary authority but by market forces. It will also have an impact of the exchange rate in terms of real time volatility.

4. The increased usage of Artificial Intelligence and its transition towards Hybrid Intelligence (HyIntelligence)

In the corporate world, the role of Artificial Intelligence (AI) has started to help companies to personalize their engagement with the customers. By using AI tools, companies with very large number of customers can collect and compile data of their customers and use it to improve customer experience and build strong relationship (Experiential marketing).

Currently AI and HI are mostly limited to interaction as in Industrial 4.0. Artificial Intelligence learning is based on big data that are input by human intelligence to anticipate and execute tasks to be performed as in the case of Chatbot and SIRI. Hybrid Intelligent (HyIntelligent) is the next level of intelligence where we see integration of AI and HI at neuro level. This will greatly enhance human capability and effectiveness. An example would be embedding AI nanochip in human that are able to pick up neuro pulses thereby cutting down verbal and physical interaction. The AI tools will continue to help companies to execute personalized engagement not only to a large number of customers but also in higher frequency. However, human and ethical issues should be taken into consideration with the extensive application of all the above mention technologies.



5. Increased popularity of Intrapreneur

Many professionals from companies across the region are taking the plunge to start up their own companies. However, the percentage of successful start-up companies is very small and most of them failed to scale-up. This resulted in both the professionals, and the companies they work for losing the opportunity to create value. To avoid such a situation, many companies are starting to encourage their professionals to become intrapreneur. The professionals are encouraged to take bigger risks, in return, they are offered various benefits of intrapreneurship from shared ownership in the newly created company, houses and other non-monetary incentives for a win-win partnership.

6. Drone technology as a marketing tool and advertising medium

We are seeing more drones being used as a marketing tool. In the past, to capture stunning aerial shots, we need to deploy expensive cranes, scaffolds/fixtures and even helicopters. Nowadays, video marketing is within an arm's reach of consumers in Asia. Hence, even real estate agents are creating video content in YouTube to offer breathtaking aerial shots of the properties they are marketing. Small independent film makers are using Drone Technology to offer creative angles in their movie making. Many bloggers are now incorporating drones into their short video. Drones are being used as a mobile advertising medium carrying messages in traditional print medium and in some cases projecting digital messages on prominent landmark.

7. Impact of Retail disruption by unmanned 24/7 Vending Machines

More and more vending machines with cash and non-cash options are dotting the Singapore landscape. They offer from simple freshly squeezed orange juice, convenience goods to vending of vacuum packed fresh salmon. Some of the advantages of Vending Machines are - they operate unmanned 24/7 and offer multiple payment options beyond cash. As such they are disrupting traditional retailers like fruit juice vendors, corner convenience stalls and to some extent even big chain stores. At the same time, these Vending Machines double up as a big outdoor advertising medium, circumventing the expensive Out-Of-Home (OOH) advertising cost thus disrupting part of advertising agencies business. As such marketers will have to understand target market segment, the strategic locations and their use as an OOH and harness the Vending Machines as a potential traditional or digital communication tool.

8. The growing popularity of business with social impact

The always-connected customers who are constantly updated 24/7 with the happenings around them tend to make decisions influenced by emotional judgment. On the other hand, the growing commoditization by businesses have hindered their abilities to engage emotionally with customers. To differentiate themselves from competitors, more businesses are adopting social responsibilities as one of the many ways to engage their customers. These ranges from fund raising for social programs, lending support towards a social cause to embracing causes such as environmental responsibility and sustainability. These social initiatives, in turn, enable them to tell stories about their businesses through the various social media platform. It helps create relevance and emotional attachment for these companies to market their brand. However, marketing without consumer empathy is out, and with the rise in fake news, authenticity in these marketing communication is crucial in building high trustworthiness factor in consumer.

9. Understanding and leveraging on Smart Home Technology

Grocery shopping at traditional outlets may be disrupted by enhanced Smart Home technology where devices (eg. home appliances like refrigerator) with AI technology will monitor consumption behavior. It will then automatically send request to home owner to remind them to place order for low inventory items. With integrated network link directly to suppliers, digital payment and delivery infrastructural in place, the landscape of grocery shopping is expected to change. With Smart Home getting more and more prevalent, AI in Smart Home with face recognition and AI technology will monitor individual behavior and provide personalization in lifestyle home living - ie. from home temperature setting to ambience lighting to entertainment like personalized music and television programs. Hence, marketer will need to understand emerging Smart Home technology and learn how to harness this technology to market their products. Marketers will need to leverage the power of personalization. Hence, personalization and customer intimacy is becoming the new standard in Marketing.

ENTREPRISERS DO NOT STOP AT THE 4Ps OF MARKETING - THEY VENTURE BEYOND

Prof. Dr. Hooi Den Huan

**Fellow, Institute of Marketing Malaysia
Supervisor, Executive Board,
Asia Marketing Federation Foundation
Immediate Past Director,
Nanyang Technopreneurship Center
Associate Professor,
Nanyang Business School, NTU, Singapore
Email: adhhooi@ntu.edu.sg**

Entreprisers do not stop at the 4Ps of Marketing – they venture beyond. An entrepreneurial spirit, mindset and actions can make the critical difference between a “me-too” and an “outstanding” organisation.

There are many businesses owned and run by entrepreneurs or their executives, but few make it to a unicorn status, nor become a listed company nor become scaleable in size nor extraordinary in some ways. For those few that make it, they are not run by ordinary entrepreneurs but by enterprisers.

In the non-business field too, there are some organisations that stand out from the rest. What they achieve is extraordinary in one way or another and what they do, is effectively different and often times are exemplary. These are run not by leaders/managers/volunteers but by enterprisers.

Excellent marketers are enterprisers who possess enterprising mindsets and skills that enable them to view and seize opportunities in extraordinary ways and take effective actions to execute their exceptional ideas. They go beyond conventions – beyond the well-established 4Ps of Marketing (Product, Place, Price, and Promotion). They venture and break barriers. Instead of focusing on the 4Ps of Marketing, they emphasise on SAVE (Solution, Access, Value and Engagement).



Prof. Dr. Hooi Den Huan

It is often a mistaken assumption that what a customer wants is a product - it is not. What the customer really wants, consciously or sub-consciously, is a SOLUTION. It is not always the best product that wins, but the best solution. Harley Davidson understands its customers well - that they are not just buying a product. What they are seeking is a solution and as what Harley Davidson may say to its customers, “You are *entering a Harley-Davidson World*. Your motorcycle is your “entry ticket” to the Harley-Davidson Motorcycling Experience. We are fulfilling your dreams.”

Likewise while most ordinary marketers think about locations of where to sell their products and services, excellent marketers think about convenient ACCESS for the customers. This widens the horizon beyond just locations. McDonalds pioneered the drive-through concept which extends “place” to “access” while today’s eCommerce poses serious threats to conventional shopping malls.

While ordinary marketers focus on price, excellent marketers look at VALUE. They recognize that costs to a customer is not only price that is measured in monetary terms. What is also both quantitatively and qualitatively factored in by customers are non-monetary costs such as time, efforts and risks and both functional and emotional benefits.

While ordinary marketers spend a lot of time thinking of how to promote their products and services, excellent marketers go beyond by looking at ways to ENGAGE and educate their customers. Communications is not just one-way, not just both ways but in multiple and multi-directional ways. It is no longer B to C or C to B but also B to B and C to C. It is enabling, engaging and enriching interactions.

A key question is, “Can enterprising mindsets be developed?” While nature no doubt plays an important part, so does nurture. To respond to the many skeptics who doubt that enterprising mindsets can be developed and question the value of entrepreneurship education, one does not have to look far than to take a leaf from the Guru of Management, Peter Drucker who said that, “*Entrepreneurship is neither a science nor an art. It is a practice. It is a knowledge base... but as in all practices, medicine, for instance, or engineering, knowledge in entrepreneurship is a means to an end. Indeed what constitutes knowledge in a practice is largely defined by the end, that is, by the practice... innovation is the specific tool of entrepreneurship, the means by which they exploit change as an opportunity for a different business or a different service. It is capable of being presented as a discipline, capable of being learned, capable of being practiced.*”

There are many ways to develop an enterprising mindset and useful lessons can be drawn from the book, “The Innovator’s DNA: Mastering the Five Skills of Disruptive Innovators,” by Clayton M. Christensen, Hal B. Gregersen, and Jeffrey Dyer. According to the authors, the five skills are -

- (i) Associating - *the ability to make connections across unrelated questions, problems, or ideas;*
- (ii) Questioning - *where queries and enquiries - provoke new insights, connections, possibilities, and directions*
- (iii) Observing – *which help to provide insights into and ideas for new ways of doing things*
- (iv) Networking – *active search for new ideas by talking to people who may offer a radically different view of things and*
- (v) Experimenting - *constantly trying out new experiences and piloting new ideas.*

(Source: <https://hbswk.hbs.edu/item/five-discovery-skills-that-distinguish-great-innovators>)

In today’s RUDE (Rapidly changing; Uncertain; Dynamic and Engaging) environment that is characterized by dizzying technological changes and hyper and deadly competition, if you are not one step ahead, you are two steps behind according to Jack Welch. Hence, unless one develops an enterprising mindset and become an enterpriser, it is very challenging for ordinary marketers to survive, let alone succeed.

As what Philip Kotler quoted from Charles Darwin in his presentation at one of the MarkPlus events, “*It is not the strongest of the species that survives, nor the most intelligent, but the ones most responsive to change*”- and those with enterprising mindsets are likely to be the one most responsive to changes.

If I may conclude, “Especially in a RUDE environment, competition is not your number one enemy, Status Quo is.” Excellent marketers do not remain standing at the 4Ps of Marketing – they move beyond.

Marketeer

IMM BOWLING TOURNAMENT 2018



IMM BOWLING TOURNAMENT 2018

IMM Bowling Tournament is back again for 2018, held on Saturday, 24 November 2018 at U-Bowl, One Utama Shopping Centre at Bandar Utama, Petaling Jaya, Selangor.

The 2018's tournament sees 128 bowlers turning up, some in their bowling gear ready to occupy 32 lanes to make their strike! President/CEO of Putra Business School (PBS), Prof. Zulkornain Yusop officiated the game with the first ball throw.

The tournament diverse lineup included teams from Firefly Sendirian Berhad (FIREFLY), Malaysia Airports Holdings Berhad (MAHB), Malaysia Airlines Berhad (MAB), Putra Business School (PBS), Koperasi Gemilang Malaysia Berhad, Menara Kuala Lumpur (MKL), Telekom Malaysia Berhad (TM), Pharmaniaga Berhad, Federation of Malaysian Consumer Association (FOMCA), Tenaga Nasional Berhad (TNB), Open Universiti Malaysia (OUM), Cyber Security Malaysia, Aлыпz Sdn. Bhd., Fareez Shah & Partners as well as teams from families and friends of IMM.



Registration and getting ready for the tournament.



We are here to enjoy the game and have fun with family and friends.

This year, the tournament featured several excellent bowlers who emerged as winners of various categories namely the Men, Women and Team winners. Congratulations to all. Apart from the accompanying prizes, all winners also received a trophy each including the bowler with the lowest score.

Other than winning prizes from the tournament, everyone received IMM Bowling Tournament 2018's T-shirt and a goodie bag with souvenirs from IMM. Lucky winners received multiple prizes including a Samsung Galaxy J2 Prime Mobile Phone, Morgan 2.4L Air Fryer, Russell Taylors 600W Handheld Vacuum Cleaner while the Grand lucky draw winner walked away with flight tickets sponsored by Firefly Sendirian Berhad (FIREFLY).



Participants are ready with their bowling skills. All the best!

IMM BOWLING TOURNAMENT 2018

Marketeer



Having a great time and getting prizes too.

The Institute wishes to record our gratitude and appreciation to all the participants and our sponsors for their participation and support in making IMM Bowling Tournament 2018 a huge success!

A very “BIG” thank you to FlyFirefly Sendirian Berhad for sponsoring air tickets for the top winners of the tournament as well as for our grand lucky draw prize.

We believe everyone had an enjoyable time, exciting tournament, great food and opportunities to network with all present not forgetting bonding with family and friends. It was certainly a memorable event and we look forward to greater participation and continuous support of our future events.



Congratulations to all! See you at our next Bowling Tournament.

NEW CORPORATE MEMBERS

Congratulations to five (5) new Corporate Members of IMM. A very warm welcome to the following Organizations/ Companies who joined the Institute from January 2018 to December 2018.



• Institute of Leadership and Development (ILD) - UiTM •



• CommTech Innovative Group Sdn Bhd •



• Universiti Sains Malaysia (USM) •



• Kolej Universiti Islam Pahang Sultan Ahmad Shah •



• DT Leadership Sdn Bhd •

Corporate Membership Renewal

Thirty-one (31) Corporate Members renewed their membership with IMM from January 2018 to December 2018. The Institute would like to thank the following Corporate Members for their renewal :



ALYPZ Sdn Bhd



AIMST University



Astro Malaysia Holdings Berhad



Bank Islam Malaysia Berhad



Bank Kerjasama Rakyat Malaysia Berhad



Bank Simpanan Nasional (BSN)



Pertubuhan Berita Nasional Malaysia



Curtin University Sarawak



KPJ Healthcare Berhad



Malaysia Airports Holdings Berhad



Menara Kuala Lumpur Sdn Bhd



Media Prima Berhad



Northport (Malaysia) Bhd



Othman Yeop Abdullah Graduate School of Business - Universiti Utara Malaysia



Open University Malaysia



Pembangunan Sumber Manusia Berhad (PSMB)

Corporate Membership Renewal



INDIVIDUAL MEMBERSHIP UPDATES

For the year 2018, the Institute registered three (3) new Life Members, five (5) new Associate Members, forty-six (46) new Student Members, and eighty-one (81) new Ordinary Members between the months of January to December.

NEW LIFE MEMBERS - 3

Congratulations and a warm welcome to our new Life Members who joined the Institute in January, April and May 2018.

No.	Name	Profession	Company / Organization
1.	Santhi Govindan	Senior Lecturer	AIMST University, Kedah
2.	Dato' Randhir Singh Johl	Marketing & Communications Consultant	RJW Malaysia Sdn Bhd
3.	Ir. Nirinder Singh Johl	Managing Director	TNBX Sdn Bhd

NEW ASSOCIATE MEMBERS - 5

We congratulate FIVE (5) professionals who joined the Institute as Associate Member of IMM during the period January 2018 to October 2018. They are :

No.	Name	Profession`	Company / Organization
1	Lee Lai Meng	Assistant Professor / Lecturer	Universiti Tunku Abdul Rahman (UTAR), Kampar Campus
2	Jeffrey Ho Vui Shing	Lecturer	Inti College Nilai
3	Edwin Soosai Raj A/L Maria Soosai Nathan	Senior Associate, Marketing	ASTRO (All Asia Broadcast Network Systems Sdn Bhd)
4	Dr. Samuel Folorunso Adeyinka-Ojo	Head of Department of Marketing/Lecturer	Curtin University, Sarawak
5	Muhammad Azmir Bin Abdul Razak	Senior Lecturer	Universiti Teknologi MARA Pahang (UiTM Pahang), Raub Campus

NEW STUDENT MEMBERS - 46

The Institute congratulates forty-six (46) new Student Members from Curtin University, Kolej Universiti Islam Pahang Sultan Ahmad Shah (KUIPSAS) and AIMST University, Kedah as one of its initiatives for the establishment of IMM Student Chapter in each University who are Corporate members of IMM.

No.	Name	Discipline / Specialization	University
1	Kliffanie Henis Taas	Degree, B.Comm. Tourism, Hospitality & Marketing	Curtin University Sarawak
2	Siti Nur Aisyah Binti Ahmad Shah	Diploma Student	Curtin University Sarawak
3	Rohana binti Yaacob	Phd in Business Strategy	UPM
4	Ellie Radimilayah	Bachelors Degree in Tourism, Hospitality & Marketing	Curtin University Sarawak
5	Tan Wan Sing	Foundation in Commerce	Curtin University Sarawak
6	Liew Yzen Yzeing	Degree, Entrepreneurship & Marketing	Curtin University Sarawak
7	Chua Wen Xi	Degree, Management & Marketing	Curtin University Sarawak
8	Muhammad Falah Effendi Yunus	Diploma, Electronics & Engineering	Curtin University Sarawak
9	Yin Shu Wen	Bachelor of Commerce (Finance & Marketing)	Curtin University Sarawak
10	Kelvin Wong Siew Yew	Degree, Business Communications	Curtin University Sarawak
11	Mirzan Bin Mohd Chee	Degree, BBM	Curtin University Sarawak
12	Nur Farah Hannah Mohd Nazasli	Bachelor of Commerce (Tourism & Marketing)	Curtin University Sarawak
13	Samantha Sangau	Bachelor of Commerce, Tourism & Marketing	Curtin University Sarawak
14	Theresa Wui Ping	Degree in Commerce (Marketing Management)	Curtin University Sarawak
15	Nur Liyana Binti Shaharudin	Degree, Public Relations & Corporate Screen Production	Curtin University Sarawak
16	Aiman Haiqal Bin Sahrri	Diploma Student	Kolej Universiti Islam Pahang Sultan Ahmad Shah (KUIPSAS)
17	Aliah Fatin Nabila Bt Ruslan	Diploma Student	KUIPSAS
18	Najwa Assyafiqah Binti Salemi	Diploma Student	KUIPSAS
19	Amirul Amri Bin Abd Rahman	Diploma Student	KUIPSAS
20	Nur Anis Syafiqah Bt Asnor Faizal	Diploma Student	KUIPSAS
21	Muhd Hafiz Ariffiddin Bin Noor Zuriami	Diploma Student	KUIPSAS
22	Nurkhairina Amelia Binti Abdul Aziz	Diploma Student	KUIPSAS
23	Nor Anis Binti Alias	Diploma Student	KUIPSAS
24	Manira Binti Jusoh	Diploma Student	KUIPSAS
25	Afiqah Hanim Binti Abdul Razak	Diploma Student	KUIPSAS
26	Nur Aisyah Maulat Abdul Rashid	Diploma Student	KUIPSAS
27	Lawrence Kong Zhen Ming	Student, Finance & Marketing	Curtin University Sarawak
28	Anutsara A/P Hua	BSc. Business Programme	AIMST University, Kedah
29	Chong Yong Seng	BSc. Business Programme	AIMST University, Kedah
30	Chua Yi Huan	BSc. Business Programme	AIMST University, Kedah
31	Jaclynn Leigh Oliveiro	BSc. Business Programme	AIMST University, Kedah
32	Lavanya A/P Thangaraj	BSc. Business Programme	AIMST University, Kedah
33	Lim Chia Sin	BSc. Business Programme	AIMST University, Kedah
34	Low Jing Qi	BSc. Business Programme	AIMST University, Kedah
35	Ng Jia Min	BSc. Business Programme	AIMST University, Kedah
36	Ng Yang Deng	BSc. Business Programme	AIMST University, Kedah
37	Nur Qiyasah Tan Binti Abdullah	BSc. Business Programme	AIMST University, Kedah
38	Santhya Vani d/o Punniyamoorthy	BSc. Business Programme	AIMST University, Kedah
39	Shaleni d/o Yoganandham	BSc. Business Programme	AIMST University, Kedah
40	Sharveen Panickar	BSc. Business Programme	AIMST University, Kedah
41	Tang Chyi Cheng	BSc. Business Programme	AIMST University, Kedah
42	Ung Weng Choon	BSc. Business Programme	AIMST University, Kedah
43	Vincent Lim	BSc. Business Programme	AIMST University, Kedah
44	Wan Zhi Sing	BSc. Business Programme	AIMST University, Kedah
45	Wendy See	BSc. Business Programme	AIMST University, Kedah
46	Temmy Chang Chai Cheng	B. Comm – Tourism, Hospitality & Marketing	Curtin University Sarawak

NEW ORDINARY MEMBERS - 82

Congratulations and a warm welcome to all our new Ordinary Members who joined the Institute in 2018

No.	Name	Profession	Company / Organization
1	Dr. Ruziah Binti Ali	Senior Publication Officer	Universiti Teknikal Malaysia Melaka (UteM)
2	Prof. Dr. Azni Zain Ahmed	Assistant Vice Chancellor & Head (Corporate Member Rep.)	Institute of Leadership and Development (ILD), UiTM
3	Prof. Dr. Jasmine Ahmad	Director (Corporate Member Rep.)	Institute of Leadership and Development (ILD), UiTM
4	Dr. Kamala Vainy Pillai	Strategic Engagement Consultant	Iraivan I-Knowledge Services
5	Nur Syafiqah Aiman Binti Mohamad Daud	Senior Valuation Executive	Weise International Property Consultants Sdn Bhd
6	Professor Dr. Lee Wai Chow	Professor	Cyberjaya University College of Medical Sciences
7	Muhammad Nur Ikhsan Bin Mohd Sefian	Head of Department	Sultan Azlan Shah University
8	Abd Rahaman Bin A. Rasid	Negotiator	Ace Realty
9	Raymond Chee	Marketing Director	Venturemore (M) Sdn Bhd
10	Prof. Dr. Abu Bakar Sade	Professor	UCSI University
11	Muhammad Afiq Bin Redzuan	Property Manager	Sheraton Imperial K. Lumpur
12	Adelene Wong	Head of Group Branding & Communications	SP Setia Berhad
13	Alvin Geoffrey Alphonso	Manager, Commercial Department (Corporate Member Rep.)	Northport (Malaysia) Berhad
14	Masri Bin Abdul Lasi	Asst. Manager	City University Malaysia
15	Christopher Randolph	Group CEO (Corporate Member Principal Representative)	CommTech Innovative Group Sdn Bhd
16	Liezel B. Narcisco	Director (Corporate Member Rep.)	CommTech Innovative Group Sdn Bhd
17	Marshall Pang	VP of Business Sales (Corporate Member Rep.)	CommTech Innovative Group Sdn Bhd
18	Rafie Rudianto	Business Sales Manager (Corporate Member Rep.)	CommTech Innovative Group Sdn Bhd
19	Mohamad Nabil Irwan	Senior Sales & Marketing Executive (Corporate Member Rep.)	CommTech Innovative Group Sdn Bhd
20	Indranie Lahiri	President & CEO (Corporate Member Principal Representative)	Siemens Malaysia Sdn Bhd
21	Anicius Justin Akeh	Publication Officer	UMS Press, University Malaysia Sabah
22	Adrian Liew Koh Kiong	Country Manager	Rainbow Agrosiences Sdn Bhd
23	Assoc. Prof. Dr. Salmi Mohd Isa	Deputy Dean (Academic, Student & Alumni) (Corporate Member Rep.)	Universiti Sains Malaysia-Graduate School of Business Universiti Sains Malaysia-Graduate School of Business
24	Dr. Nabsiah Binti Binti Abdul Wahid	Associate Professor, Marketing (Corporate Member Rep.)	Universiti Sains Malaysia-Graduate School of Business
25	Dr. Zurina Bt Mohaidin	Senior Lecturer / Program Manager MBA (Corporate Member Rep.)	Universiti Sains Malaysia-Graduate School of Business
26	Dr. Shazatulaqma Kamalul Ariffin	Lecturer, Program Manager MBA (Corporate Member Rep.)	Universiti Sains Malaysia-Graduate School of Business
27	Dr. Goh Yen Nee	Senior Lecturer (Corporate Member Rep.)	Universiti Sains Malaysia-Graduate School of Business
28	Khiew Fei Lin @ Phang Siew Mei	Marketing Manager	Merlin Oil Distributor Sdn Bhd
29	Dato' Haji Yahya Bin Zainal Abidin	Rector (Corporate Member Rep.)	Kolej Universiti Islam Pahang Sultan Ahmad Shah (KUIPSAS)

NEW ORDINARY MEMBERS - cont

No.	Name	Profession	Company / Organization
30	Mohd Zawawi Bin Zainal Abidin	Deputy Rector Academic & International (Coporate member Rep.)	KUIPSAS
31	Muhammad Hafiz B. Dato' Hj. Yaakub	Dean, Faculty of Management (Corporate Member Rep.)	KUIPSAS
32	Nurul Khair Bt Ishak	Head of Quality Unit (Corporate Member Rep.)	KUIPSA
33	Nurulhuda Bt Othman	Head of Business Dept. (Corporate Member Rep.)	KUIPSAS
34	Koong Tai Wai	Lecturer	Tunku Abdul Rahman University College (TAR UC)
35	Gun Nee Chin	Lecturer	SC College, Kedah
36	Khairul Anwar Bin Kamarudin	Executive Director & Certified Coach (Corporate Member Rep.)	DT Leadership Sdn Bhd
37	Siti Aisyah A. Talib	Lead Trainer & Manager (Corporate Member Rep.)	DT Leadership Sdn Bhd
38	Dr. Hayatul Safrah Salleh	Senior Lecturer, School of Maritime Business & Mgt.	Universiti Malaysia Terengganu
39	Dr. Racheal Poh Su Ying	Lecturer	KDU Penang University College
40	Associate Prof. Dr. Marhana Mohamed Anuar	Lecturer, School of Maritime Business & Management	Universiti Malaysia Terengganu
41	Asmadi Bin Mohd Bakri	Executive Director & CEO (Corporate Member Rep.)	KPJ Johor Specialist Hospital
42	Zabidi Abdul Razak	CEO (Corporate Member Rep.)	KPJ Penang Specialist Hospital
43	Maisarah Omar	CEO (Corporate Member Rep.)	KPJ Seremban Specialist Hospital
44	Muhammad Badri Bin Hussin	CEO (Corporate Member Rep.)	KPJ Tawakkal Specialist Hospital
45	Zaharah Osman	CEO (Corporate Member Rep.)	KPJ Rawang Specialist Hospital
46	Chee Ming Luan	Manager	Malaysia Airports Holdings Berhad
47	Azri Bin Abdullah	Human Capital Development Cluster Leader	Pembangunan Sumber Manusia Berhad
48	Noor Hafiza Ruslan	Senior Manager	Malaysia Airports Holdings Berhad
49	Sarjanisham Darus	Senior Manager	Malaysia Airports Holdings Berhad
50	Hiew Yeap Teng	Senior Industry Specialist	CCM Chemicals Sdn
51	Khaw Chia Hau	Executive, Product Planning	Honda Malaysia Sdn Bhd
52	Hani Binti Azman	Admin	Permata Dhuha Enterprise
53	Nik Nur Syahirah Binti Ahmad Radzi	Executive, Consumer Marketing	Blu Inc. Media Sdn Bhd
54	Chong Xie Chow	Executive	Tenaga Nasional Berhad
55	Mohd Hafizul Bin Md Ali	Lecturer	Admal Aviation Services
56	Lee Jia Wen	Executive	Tenaga Nasional Berhad
57	Noor Fadhiha Binti Mokhtar	Senior Lecturer	Universiti Malaysia Terengganu
58	Dato' Mohd Radzi Bin Abd. Latif	Chief Executive Officer	IPTB Sdn Bhd
59	Loo Mun Yew @ Alvis	Executive Director	Evalueasian Sdn Bhd
60	Dato' Rozlan Mohamed	Chief Executive Officer (Corporate Member Rep.)	Menara Kuala Lumpur Sdn Bhd
61	Prof. Dr. Abd. Latif Bin Salleh	Dean & Professor (Corporate Member Rep.)	Quest International University Perak
62	Professor Loo Sin Chuan	Cluster Chair of Business & Management (Corporate Member Rep.)	Open University Malaysia
63	Christine Liew	Chief Commercial Officer (Corporate Member Rep.)	Projek Lebuhraya Usahasama Berhad (PLUS)
64	Prof. Dr. M. Iqbal Saripan	Deputy Vice Chancellor. Academic & International (Corporate Member Rep.)	Universiti Putra Malaysia (UPM)
65	Prof. Dato' Dr. Ing. Ir. Renuganth Varatharajoo	Deputy VC, Industry & Community Relations (Corporate Member Rep.)	UPM
66	Prof. Dr. Mohd. Roslan Sulaiman	Deputy VC Student Affairs & Alumni (Corporate Member Rep.)	UPM
67	Prof. Dato' Dr. Husaini Omar	Deputy VC, Research & Innovation (Corporate Member Rep.)	UPM
68	Prof. Dr. Nor Kamariah Noordin	Director, Corporate Strategy & Communications Office (Corporate Member Rep.)	UPM
69	Prof. Emeritus Harcharan Singh Sidhu	Chief Executive Officer & Vice Chancellor (Corporate Member Rep.)	AIMST University
70	Dr. Sham Abdul Razak	Dean of Faculty of Business & Management (Corporate Member Rep.)	AIMST University
71	Juanita @ Dorin Binti Abdul Rasip	Asst. Vice President 1 (Corporate Member Rep.)	UDA Holdings Berhad
72	Ngai Ting Ting	Asst. Vice President 1 (Corporate Member Rep.)	UDA Holdings Berhad
73	YM Raja Azmi Raja Nazuddin	Acting Group CEO (Corporate Member Rep.)	Malaysia Airports Holdings Berhad
74	Nor Hayati Abd. Razak	Acting Director of Learning Liaison (Corporate Member Rep.)	Putra Business School
75	Dr. Norzieiriani Ahmad	Senior Lecturer, School of Business Management (Corporate Member Rep.)	Universiti Utara Malaysia
76	Datuk Bazlan Osman	Executive Director / Acting CEO (Up to Nov. 2018)(Corporate member Rep.)	Telekom Malaysia Berhad
77	Mahmood Dasser	Chief Partnership & Marketing Officer (Corporate Member Rep.)	TM ONE – Telekom Malaysia
78	Datuk Zakaria Abdul Wahab	Acting CEO (Up to Dec 2018) (Corporate Member Rep.)	BERNAMA
79	Azrina Binti Naimuddin	Assist. Manager, Marketing (Corporate Member Rep.)	Bank Kerjasama Rakyat
80	Associate Prof. Dr. Asmat Nizam Abdul Talib	Director, Accreditation, Rankings & Reputation Management (Corporate Member Rep.)	Othman Yeop Abdullah Graduate School of Business – UUM
81	Prof. Dr. Norazah Mohd Suki	PhD/Management Program Director (Corporate Member Rep.)	Othman Yeop Abdullah Graduate School of Business – UUM
82	Fatika Syuhada binti Kamaruzaman	Executive (Consumer Marketing)	Tenaga Nasional Berhad

INDIVIDUAL MEMBERSHIP RENEWALS

FELLOW MEMBERSHIP RENEWAL - 1

The Institute thanks YBhg. Tan Sri Rozali Ismail, Executive Chairman of Puncak Niaga Holdings Berhad who renewed his Fellow Membership from 1st May 2018 to 1st May 2019.

STUDENT MEMBERSHIP RENEWAL - 1

The Institute thanks Ms Rebecca Elizabeth who renewed her Student Membership from 30 May 2018 to 30 May 2019.

ORDINARY MEMBERSHIP RENEWAL - 121

One Hundred and twenty-one (121) Ordinary Members renewed their membership between January to December 2018.

ORDINARY MEMBERSHIP RENEWALS

No.	Name	Profession	Company / Organization
1	Bobby Chua Beng Hooi	Lecturer	Universiti Tunku Abdul Rahman (UTAR), Kampar
2	Dr. Bernard Tan Hoi Piew	Associate Professor	Universiti Tunku Abdul Rahman (UTAR), Sg Long Campus
3	Assoc. Prof. Dr. Nek Kamal Bin Yeop Yunus	Lecturer, Faculty of Management & Economics	Universiti Pendidikan Sultan Idris, Proton City Campus, Tg. Malim
4	Siti Haslina Bt. Md. Harizan	Lecturer, School of Distance Education	Universiti Sains Malaysia, Penang
5	Yeap Chin Chong	Director Operations	Guocoland (M) Sdn Bhd
6	Nitthiyannathan Lachumanan	Senior Deputy Director, Student Recruitment Dept.	Quest International University Perak
7	Caroline Rosie Jeffrey Nasah	Lecturer	Universiti Malaysia Sabah
8	Datuk David Michael Yap	Vice President, Community Affairs Management (Corporate member rep.)	Astro Malaysia Holdings Berhad
9	Jolyn Gasper	Head, Corporate Responsibility (Corporate member representative)	Astro Malaysia Holdings Berhad
10	Nizam Sani	Senior VP, Marketing & Communications (Corporate member rep.)	Bank Kerjasama Rakyat

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No.	Name	Profession	Company / Organization
11	Nizam Abu Samah	Assistant Vice President, PR & Corporate Branding (Corporate member rep.)	Bank Kerjasama Rakyat
12	Siti Norayu Mohd Jamil	Assistant Vice President, Event Management (Corporate member rep.)	Bank Kerjasama Rakyat
13	Nor Hasimah Nekmat	Assistant VP, Marketing (Corporate member rep.)	Bank Kerjasama Rakyat
14	Yew Lip Sin	Director Operations Sistem RKK Sdn Bhd	
15	Associate Prof. Dr. Zuraimi Bin Abdul Aziz	Senior Lecturer, Faculty of Entrepreneurship & Business	Universiti Malaysia Kelantan
16	Fayrene Chieng	Lecturer, Dept. of Marketing/Faculty of Business (Corporate Member Rep.)	Curtin University Sarawak
17	Dr. Joseph Sia Kee Ming	Lecturer, Dept. of Marketing/ Faculty of Business (Corporate Member Rep.)	Curtin University Sarawak
18.	Dr. Shamsul Kamariah Binti Abdullah	Senior Lecturer, Dept. of Marketing/Faculty of Business (Corporate Member Rep.)	Curtin University Sarawak
19	Puspa Marina Binti Dato' Hj. Omar	Senior Vice President & Head Strategic Communications (Corporate Member Rep.)	Bank Simpanan Nasional
20	Mohd Rizal Sumari	Vice President, Marketing Communications (Corporate Member Rep.)	Bank Simpanan Nasional
21	Professor Dr. Shahizan Hassan	Dean (Corporate Member Rep.)	Othman Yeop Abdullah Graduate School of Business – UUM
22	Associate Prof. Dr. Subramaniam Sri Ramalu	Deputy Dean, Academic & International Affairs (Corporate Member Rep.)	Othman Yeop Abdullah Graduate School of Business – UUM
23	Prof. Dr. Kalsom Kayat	Deputy Dean – Research, Innovation & Knowledge Transfer (Corporate Member Rep.)	Othman Yeop Abdullah Graduate School of Business – UUM
24	Prof. Datin Paduka Dato' Dr. Aini Ideris	Vice Chancellor (Corporate Member Principal Representative)	Universiti Putra Malaysia
25	Ng. Chong Lim	Marketing Manager	Cew Sin Plastic Pipe Sdn Bhd
26	Nik Syuhaila Nik Hussin	Lecturer, Faculty of Entrepreneurship & Business	Universiti Malaysia Kelantan
27	Dr. Hamiza Jamaludin	Head of Department, Marketing & Entrepreneurship Development	Universiti Tenaga Nasional, Pahang
28	Alexander Augustine Druce	Lecturer	Methodist Philly Institute, Sarawak
29	Hamliza Sham Bte Mohamed Arifin	Marketing Manager	Metro IVF SdnBhd
30	Afeira Helena Binti Zainudin	Lecturer, Commerce Division	Politeknik Ungku Omar
31	Cheng Wee Ta	General Manager	Teo Hang Sam Realty Sdn Bhd
32	Karen Kueh Meng Koon	Lecturer	Swinburne University of Technology, Sarawak
33	Evelyn Tan Siew Foong	Senior Manager	Genting Pura Kencana Sales Office, Batu Pahat
34	Raja Azhar Raja Azman	Chief Executive Officer	DIEM Duroil Sdn Bhd
35	Ajit Singh Johl	Entrepreneur	Perennial Perfection Sdn Bhd
36	Tan Sri Rozali Ismail	Executive Chairman (Corporate Member Rep.)	Puncak Niaga Holdings Berhad
37	Azlan Shah Tan Sri Rozali	Acting Managing Director (Corporate Member Rep.)	Puncak Niaga Holdings Berhad
38	Dato' Nasir Khan Illadad Khan	Executive Director, Business Development Division (Corporate Member Rep.)	Puncak Niaga Holdings Berhad
39	Prof. Dato' Dr. Mohd Zainul Fithri Othman	Executive Director, Strategic Resource & PR Director (Corporate Member Rep.)	Puncak Niaga Holdings Berhad
40	Tan Bee Lian Executive	Director, Corporate Services Division/ Group Company Secretary (Corporate Member Rep.)	Puncak Niaga Holdings Berhad
41	Datuk (Dr.) Hafsah Hashim	Chief Executive Officer (Corporate Member Rep.)	SME Corporation Malaysia
42	Rizal Nainy	Deputy CEO I (Corporate Member Rep.)	SME Corporation Malaysia
43	Mohd Rithaidden Makip	Deputy CEO II (Corporate Member Rep.)	SME Corporation Malaysia
44	Che Nazli Jaapar	Chief Operating Officer (Corporate Member Rep.)	SME Corporation Malaysia
45	Zaky Moh	Senior Director, Business Development & Entrepreneurship (Corporate Member Rep.)	SME Corporation Malaysia
46	Amer Ezzadeen Dato' Ahmad Nazri	Chief Financial Officer (Corporate Member Rep.)	Alypz Sdn Bhd
47	Anne Lawai Awan	Vice President (Corporate Member Rep.)	Alypz Sdn Bhd
48	Datin Sajaratuldar Binti Satibi	Business Development Manager (Corporate Member Rep.)	Alypz Sdn Bhd
49	Hanafi Abu Bakar	Business Development Manager (Corporate Member Rep.)	Alypz Sdn Bhd
50	Sharida Sahnan	Senior Marketing Executive (Corporate Member Rep.)	Alypz Sdn Bhd
51	Nicholas Goh	Chief Operating Officer (Corporate Member Rep.)	Quest International University Perak
52	Dr. Au Yong Hui Nee	Asst. Professor (Dean of Faculty of Business & Finance (Corporate Member Rep.)	Universiti Tunku Abdul Rahman (UTAR), Kampar Campus
53	Choy Johnn Yee	Lecturer / Head of Marketing Dept (Corporate Member Rep.)	Universiti Tunku Abdul Rahman (UTAR), Kampar Campus
54	Yew King Tak	Senior Lecturer/Deputy Dean of Student Development & Training (Corporate Member Rep.)	Universiti Tunku Abdul Rahman (UTAR), Kampar Campus
55	Peter Tan Sin Howe	Lecturer/Deputy Dean of Academic Development and Undergraduate Programme (Corporate Member Rep.)	Universiti Tunku Abdul Rahman (UTAR), Kampar Campus
56	Dr. Lau Lin Sea	Asst. Professor / Deputy Dean of R&D and Postgraduate Programme (Corporate Member Rep.)	Universiti Tunku Abdul Rahman (UTAR), Kampar Campus
57	Associate Professor Dr. S. Kathiresan V. Sathasivan	Registrar (Corporate Member Rep.)	AIMST University, Kedah
58	Santhi Appannan	Deputy Dean, Faculty of Business & Management (Corporate Member Rep.)	AIMST University, Kedah
59	Dr. Yeow Shwu Chyi	Postgraduate Coordinator (Corporate Member Rep.)	AIMST University, Kedah
60	Vasanthe Narayanasamy	Senior Vice President & Head of Communications (Corporate Member Rep.)	Siemens Malaysia Sdn Bhd
61	Nor Arzlin Binti Redzuan	Group General Manager, Group Human Resources (Corporate Member Rep.)	Media Prima Berhad
62	Aniza Zain	Manager, Talent Development & Management (Corporate Member Rep.)	Media Prima Berhad
63	Nooriza Binti Nordin	Senior Vice President (Corporate Member Rep.)	UDA Holdings Berhad
64	Mohammad Razi Bin Mahammod	Asst. Vice President I (Corporate Member Rep.)	UDA Holdings Berhad
65	Noorsham Binti Johari	Asst. Vice President I (Corporate Member Rep.)	UDA Holdings Berhad
66	Mohamed Sallauddin Bin Haji Mohamed Shah	General Manager, Airline Marketing (Corporate Member Rep.)	Malaysia Airports Holdings Berhad
67	Prof. Dr. Salniza Md. Salleh	Associate Professor, School of Business Management (Corporate Member Rep.)	Universiti Utara Malaysia
68	Izlyn Ramli	Vice President, Group Brand & Communications (Corporate Member Rep.)	Telekom Malaysia Berhad

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ORDINARY MEMBERSHIP RENEWALS - con't

No.	Name	Profession	Company / Organization
69	Teh Siow Ling	General Manager, Group Brand Management (Corporate Member rep.)	Telekom Malaysia Berhad
70	Khairulnisak Aziz	Asst. General Manager, Business Management & Governance (Corporate Member Rep.)	Telekom Malaysia Berhad
71	Noraini Binti Shaarani	General Manager, Customer Experience & Marketing (Corporate Member Rep.)	Tenaga Nasional Berhad
72	Ir. Baharuddin Bin Ismail	General Manager (Corporate Member Rep.)	Tenaga Nasional Berhad
73	Che Hasmida Binti Che Hassan	Manager (Corporate Member Rep.)	Tenaga Nasional Berhad
74	Harina Yanty Binti Hardi	Manager (Corporate Member Rep.)	Tenaga Nasional Berhad
75	Wan Shahreen Binti Wan Hawari	Manager (Corporate Member Rep.)	Tenaga Nasional Berhad
76	Maznah Khalil	Senior Manager, Portal & Photo Marketing Division (Corporate Member Rep.)	BERNAMA
77	Rita Gomez	Senior Manager, Media & Database Division (Corporate Member Rep.)	BERNAMA
78	Aniceta Ferns	Senior Manager, Media Relations & Event Management (Corporate Member Rep.)	BERNAMA
79	Norena Wati Yaacob	Acting Senior Manager, National Sales Division (Corporate Member Rep.)	BERNAMA
80	Pushpalatha a/p Appanaidu	Lecturer	Politeknik Ungku Omar, Ipoh
81	Sabariah Binti Othman	Lecturer	Politeknik Ungku Omar, Ipoh
82	Fidella Tiew Nga Huong	Lecturer	Curtin University Sarawak
83	Tan Chuan Chek	Business owner	S Form Enterprise, Melaka
84	Jamaliah Binti Hussain	Lecturer	Politeknik Metro Betong Sarawak
85	Leong Chee Kin	Sales Manager	Shima Asia Pacific (M) Sdn Bhd
86	Dr. Thoo Ai Chin	Senior Lecturer	Azman Hashim International Business School, Universiti Teknologi Malaysia, Johor
87	Datin Nor Hafizah Ismail	Head of Department, Student Enrichment, Activities & International	Universiti Tun Abdul Razak (UNIRAZAK)
88	Prof. Dr. Zulkornain Yusop	President & CEO (Corporate Member Rep.)	Putra Business School
89	Dr. Ida Yasin	Director of Thesis Programme (Corporate Member Rep.)	Putra Business School
90	Siti Badarny Shamsaifah Hassan	Director of Marketing & Corporate Communications (Corporate Member Rep.)	Putra Business School
91	Prof. Dr. Abu Bakar Abdul Hamid	Professor of Marketing & Supply Chain Management (Corporate Member Rep.)	Putra Business School
92	Sahrul Sahnan (up to 31 July 2018)	Director of Learning Liaison (Corporate Member Rep.)	Putra Business School
93	Rafeah Ariffin (up to 31 July 2018)	Senior General Manager, Group Marketing & Strategic Communications Services (Corporate Member Rep.)	KPJ Healthcare Berhad
94	Aidaliza Mahmud (Up to 31 July 2018)	Deputy Manager (Corporate Member Rep.)	KPJ Healthcare Berhad
95	Nor Hafizan Binti Mohd. Noor (up to 31 July 2018)	Corporate Manager (Corporate Member Rep.)	KPJ Healthcare Berhad
96	Dr. Serenjit Kaur (up to 31 July 2018)	Medical Officer (Corporate Member Rep.)	KPJ Healthcare Berhad
97	Annihita Bakavoli Binti Mehdi Bakavoli (up to 31 July 2018)	Corporate Executive (Corporate Member Rep.)	KPJ Healthcare Berhad
98	Hasniza Hasbullah	General Manager, Corporate Planning & Business Strategy (Corporate Member Rep.)	Menara Kuala Lumpur Sdn Bhd
99	Associate Prof. Yon Rosli Daud	Director, Group Marketing (Corporate Member Rep.)	Open University Malaysia
100	Associate Prof. Dr. Mohammad Bin Ismail	Associate Professor (Corporate Member Rep.)	Universiti Malaysia Kelantan
101	Rooshihan Merican Bin Abdul Rahim Merican	Senior Lecturer (Corporate Member Rep.)	Universiti Malaysia Kelantan
102	Associate Prof. Dr. Rosli Bin Saleh	Associate Professor (Corporate Member Rep.)	Universiti Malaysia Kelantan
103	Wan Farha Binti Wan Zulkifli	Lecturer (Corporate Member Rep.)	Universiti Malaysia Kelantan
104	Nik Syuhailah Binti Nik Hussin	Lecturer (Corporate Member Rep.)	Universiti Malaysia Kelantan
105	Dato' Azman Shah Bin Mohd Yusof	Chief Executive Officer (Corporate Member Rep.)	Northport (Malaysia) Berhad
106	Ulaganathan A/L Gopalakrishnan	Head, Commercial (Corporate Member Rep.)	Northport (Malaysia) Berhad
107	Mohammad Ali Bin Abdul Hassan	Head, Business Strategy (Corporate Member Rep.)	Northport (Malaysia) Berhad
108	Darren Tan Keng Giap	Head, Marketing & Customer Services Department (Corporate Member Rep.)	Northport (Malaysia) Berhad
109	Rosdi Effendi Bin Mohaned Effendi	Head of Marketing (Corporate Member Rep.)	Projek Lebuhraya Usahasama Malaysia Berhad
110	Wan Yon Shahima Binti Wan Othman	Chief Operating Officer (Corporate Member Rep.)	Pembangunan Sumber Manusia Berhad (PSMB)
111	Morni Binti Bujang	Senior Director Group Marketing (Corporate Member Rep.)	PSMB
112	Dato' Sri Zukri Bin Samat (up to 31 May 2018)	Managing Director (Corporate Member Rep.)	Bank Islam Malaysia Berhad
113	Khairul Kamarudin	Deputy CEO	Bank Islam Malaysia Berhad
114	Danny Lee Lian Fey (up to 1 July 2018)	Group Chief Marketing Officer	SEGi University Sdn Bhd
115	Dr Sugumaran Selladurai (up to 1 July 2018)	Dean, Faculty of Business Accounting & Management (Corporate Member Re.)	SEGi University Sdn Bhd
116	Dr. Firdaus Low (up to 1 July 2018)	Dean, Faculty of Communication & Creative Design (Corporate Member Rep.)	SEGi University Sdn Bhd
117	Prof. Dr. Patrick Kee Peng Kong (up to 1 July 2018)	Vice Chancellor (Corporate Member Rep.)	SEGi University Sdn Bhd
118	Dr. May Heong Chee Mei (up to 1 July 2018)	Vice President, Local Sales & Marketing (Corporate Member Rep.)	SEGi University Sdn Bhd
119	Prof. Datuk Seri Dr. Md. Zabid Bin Haji Abdul Rashid	President & Vice Chancellor (Corporate Member Rep.)	Universiti Tun Abdul Razak
120	Prof. Dr. Samsinar Md. Sidin	Deputy Vice Chancellor, Academic & Student Affairs (Corporate Member Rep.)	Universiti Tun Abdul Razak
121	Asst. Prof. Dr. Johari Mat	Asst. Professor/Dean, Graduate School of Business (Corporate Member Rep.)	Universiti Tun Abdul Razak

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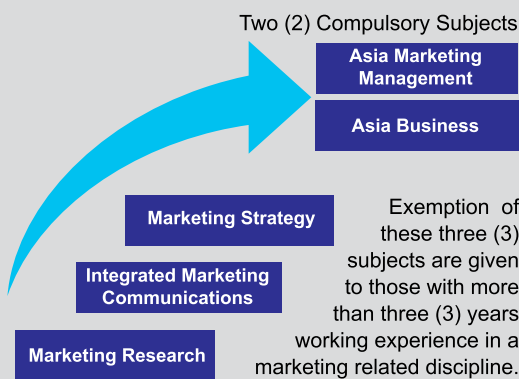
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