

MARKETEER

ISSUE 2/2014

HIGHLIGHTS

CEO TALK SERIES 2014 :

- Neuro Power
- SMECORP
- PLUS

FEATURE

- Employer Brand
- MOU Signing With Curtin University

MARKETING TOOL BOX

- Transparency The Key To Long-term Product Success
- Marketing Knowledge Equals Entrepreneurial Success
- Halal Marketing
- Social Collaboration On Instagram

POSITIVE TALK

- We Have To Eradicate Corruption



responsible corporate transform market society social
resources integrate business success
trust



INSTITUTE OF MARKETING MALAYSIA

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OVER THE COUNTER



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PAYMENT KIOSK



ATM



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APPS



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MARKETEER

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COVER DESIGN



The cover design depicts how communication and interaction by both consumers and organizations have had an impact on both our economic and social lives.

As of 2014, worldwide mobile phone internet user penetration was 73.4 percent. The Internet provides an enormous potential of information and communication and the possibility of interaction with each other.

The main objective is to find an answer to the question: how can we integrate the Internet in organization's communication activities, so that we can obtain synergy.

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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.

HEARTIEST CONGRATULATIONS TO OUR COUNCIL MEMBERS

Prof. Datuk Dr. Marimuthu Nadason was conferred Honorary Professorship in the field of consumer behaviour by the Stichting Eurogio University College, Netherlands.



Stichting Eurogio University College is based in Amsterdam and its academics as well as its Continuous Professional Development programmes are accredited and internationally recognized.

Datuk Dr. Marimuthu Nadason has a Doctor of Business Administration (DBA) from the International American University. He also has two Masters of Business Administration (MBA) from the International American University and from the Phoenix International University. Professionally he is also an accredited Public Relations practitioner and a Certified Professional Marketer. He has published several articles as well as presented papers at National and International Conferences on various aspects of consumerism and standards development.

He is currently the Vice President of the Institute of Marketing Malaysia (IMM) and the President of the Federation of Malaysian Consumers Association (FOMCA) as well as Chairman of the Board of Directors of the National Consumer Complaints Centre (NCCC) and the Consumer Research and Resource Centre (CRRC).

Associate Professor Dr. Leow Chee Seng was awarded an honorary professor by Nguyen Tat Thanh University, Ho Chi Minh, Vietnam. This university is the biggest university in Vietnam with a student population of 35 000.



In addition, he was also appointed as Associate Professor and Dean of the Graduate School of IIC University of Technology, Phnom Penh, Cambodia.

He also sits on the editorial Board for Journal SRM-IMT Journal of Business and Management Research, Journal of Women's Entrepreneurship and Education (JWE), Journal of Body Language, Journal of Productivity Management, Member of Scientific Committee for International Peer Review, Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia, Member of Peer Reviewer for Global Journal of Management and Business, United States.

He is currently the Honorary Treasurer of the Institute of Marketing Malaysia (IMM).



Peter Burrow
CHAIRMAN

Neuromarketing And How The Brain Will Respond To Stimuli

What is neuromarketing? It is simply a brain science to make your marketing more effective. Neuromarketing is a new field of marketing research that studies consumers' sensorimotor, cognitive, and effective response to marketing stimuli.

Peter Burrow who addressed about 100 participants at a CEO Talk on Neuro Marketing organized by the Institute of Marketing Malaysia said that is a field of customer research that uses biological measures as well as psychological measures to understand and predict how the brain will respond to marketing stimuli.

"Advertising effectiveness can be significantly improved by using the NeuroPower methodology and leveraging from the insights neuroscience offers," said Burrow who is the Chairman of

the Neuro-Power Group of companies with client in Australia, USA, UK, UAE, Malaysia and Thailand.

The questions raised by marketers are: Why do I need neuromarketing? What techniques should I use? How does it add value? What does it cost? Where do I start?

Burrow said: "New technologies have revolutionised the way we test communication effectiveness. Pioneering research has shown that persuasion and decision-making are often sub-conscious and driven by emotional processes rather than rational thought. This challenges the traditional approach to pre-testing corporate communication that uses rational/cognitive feedback in isolation."

Therefore, it suggests the reason these approaches fail is because the rational feedback offered during focus groups does not match the emotional responses that drive behaviour.

However, new insights have enabled the development of a new approach to pre-testing that measures the impact of all communication (including corporate messaging, speeches and advertising) at a neurobiological level.

"Communication that addresses the brains social and biological needs will be received more positive and be more effective than communication that does not."

Then, marketers will ask "What techniques should I use?" Are all measure biological reactions (implicit + explicit) ?



Neuromarketing is a new field of marketing research and participants are all ready to learn more.



Peter was ever ready to share his knowledge and expertise with participants.

Is there a compromise between: Temporal versus spatial resolution; Portability versus accuracy/depth of insight; Proprietary versus public analytical tools; Cost and interpretability/depth of insight.

Burrow stated: "When someone/or something is perceived to have negative intentions the panic circuits of the brain get engaged, according to new research on the brain at the University of Chicago. The study showed that within 60 milliseconds, the right posterior superior temporal sulcus (also known as TPJ area), located in the back of the brain, was first activated.

"The TPJ is responsible for processing the visual and auditory signal, for Theory of Mind and for interpreting facial cues. If the subject felt the intention of the presenter was negative, it was



May I know more about neuromarketing?

followed in quick succession by the amygdala and the ventromedial prefrontal cortex (180 milliseconds), the portion of the brain that plays a critical role in moral decision-making. There was no such response when the subject felt the intention was positive."



It's question time.... and more learning.



A group of women entrepreneurs and working professionals attended the session and took away some tips on how neuro marketing can help them in their businesses.

For example, when we see someone present in person on television we decide if they are well-intentioned before our rational circuits are even engaged. "People need to trust us (Our product) before they are willing to listen to what we have to say," Burrow added.

This product will impress my peers.



Participants taking the opportunity to meet Peter.



Our Advisor Datuk Lawrence Chan (third from left), Council members and guests posing for a group photo with Peter.



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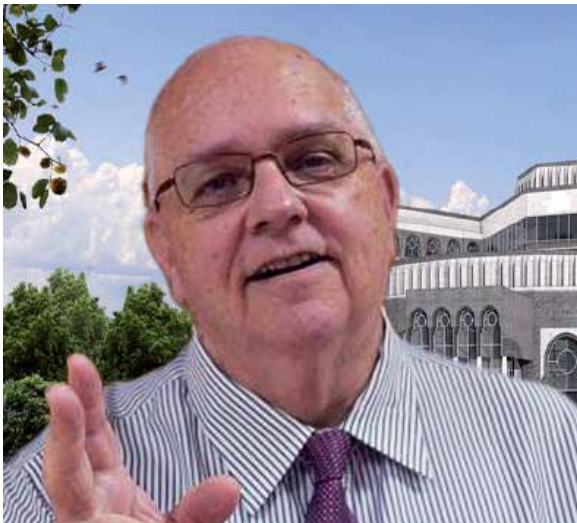
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TRANSPARENCY THE KEY TO LONG - TERM PRODUCT SUCCESS



TRANSPARENCY THE KEY TO LONG - TERM PRODUCT SUCCESS

By Prof. William G. Borges
Professor PUTRA Business School

Prof. Borges, a political scientist, is a strong advocate of ethical behavior in business. He believes this can be achieved only when a company is fully committed to the practice of human governance, wherein practices and decisions stem from human accountability.

Successfully marketing something—an automobile, a dating service or a politician—requires skill, creativity and an understanding of the target market. For short-term products this usually is enough. In 1975 a California advertising executive came up with the idea of a “pet rock.” It was an ordinary rock, resting on fake grass in a small cardboard box, with instructions titled *The Care and Training of your Pet Rock*. The unit sold for about four dollars, and it was wildly popular—for less than one year.

The “pet rock” creator’s success was short-lived, because he had no plan to make pet rocks a customer staple. Some companies create and market products with an eye toward long-term survival of the product, and some do not.

How can a company survive in today’s fast-changing world? Through transparency—in the presentation and defense of its products, and in its day-to-day behavior. This means sharing, to whatever extent possible, facts about the company—how it is set up, how it operates, what its salaries

and bonuses are based on, and how its workers are expected to treat customers and each other.

There are many examples of companies doing precisely this, and succeeding. One of the most recent examples is Chipotle, a large restaurant chain in North America and Europe.

Since March the company has taken it upon itself—without pressure from interest groups or government—to clearly list all ingredients for its menu items. This includes, notably, genetically modified organisms (GMOs), which have stirred so much controversy in health and dietary circles.

To date, no other American chain has done such a thing. Has it paid off for Chipotle? Thus far sales have not been affected. However, Chipotle’s leaders believe that the company has engendered greater trust among its customers. And this is something that promises to pay huge dividends down the line.

Transparency also matters when companies come under fire for product defects, personnel issues, or “scares” of any sort. History has shown that the winning formula for responding to a goof or a bad break is immediate transparency. This is how the U.S. brand Tylenol—the market-leading headache pill in the country—survived following the deaths of seven people in 1982 from poisoned Tylenol capsules. Time magazine called the response by parent company Johnson & Johnson a “model for effective corporate crisis management.”

The company got in front of the issue right away, ordering a recall of all its products, issuing a warning that customers should not use its products, and setting up a hotline to answer questions. Eventually the company devised new, tamper-free bottles, in caplet form, and regained its market share. Talk about success through transparency!

More recently, fast-food giant McDonald’s was stung badly by the 2004 movie “Super-Size Me,” based on a young man’s month-long diet of three McDonald’s meals per day. He revealed, at the end of his bizarre trial, that he’d gained about twenty-five pounds and suffered from higher cholesterol levels and various other maladies.

McDonald’s responded by acknowledging that a fast-food diet alone was not conducive to good health. And six months after the movie premiered McDonald’s eliminated the “super- size” portion option, introduced adult Happy Meals, and basically opened its product-line to full public inspection. The company could have acted defensively and smeared the movie’s creator, or ignored the entire mess. But instead its leaders took the high and transparent road, and avoided a public-relations catastrophe.

Every company, new or established, will face crises and criticisms from competitors, governments, or the public. The key to surviving these bumps in the road is transparency, pure and simple.

MARKETING KNOWLEDGE EQUALS ENTREPRENEURIAL SUCCESS



MARKETING KNOWLEDGE EQUALS ENTREPRENEURIAL SUCCESS

By Dr. Ahmed Razman Bin Abdul Latiff
MBA Director, PUTRA Business School

Working in a business school located inside the campus of a premier research university has many hidden advantages. One of them is that you are made aware of important findings and innovations in science and technology. Unfortunately, most such discoveries and inventions never leave the university labs due to lack of engagement with industries and markets.

Fortunately, the government has insisted that public universities actively look for ways to become sustainable, in terms of managing their finances. One such way is to commercialize their intellectual properties. So these research universities began providing various incentives to their researchers and inventors (including professors and their students) to bring their inventions to the market. Some of these incentives come as percentages of takings from licensing fees, as well as royalties charged for the use of intellectual property.

Another option is encouraging innovators to establish their own start-ups, and commercialize

their products themselves. To prepare them to become entrepreneurs, training is provided in Business Model Canvas, business plans, pitching, and securing funding.

But in addition to acquiring theoretical knowledge, the innovators need to actually do certain things in order to succeed. And this is when many “wannabe entrepreneurs” stumble. They have talked about their great inventions, and the fortunes these inventions will yield, without realizing that they have no idea how to market their products—or even who their likely buyers are!

Part of the problem is simple enough to understand: Most entrepreneurs start by identifying customers’ needs, and then trying to meet those needs with existing products or services, through the creation of value added. But for university researchers-turn-entrepreneurs, the products and services are in place, solutions, but they must identify suitable customers, and figure out how to convince them to buy. This is where knowledge of marketing becomes critically important. (Indeed, it’s no surprise that many CEOs possess sales or marketing backgrounds.)

To grasp marketing, one needs to understand business itself, and this means understanding more than simply pricing, technology and budgets. It also includes channels of distribution, advertising, and public relations. Marketing is an intermediary between an organization’s production and its sales. Successful marketing, then, involves market research, product marketing, product management, and marketing communications. All of this goes into an overall marketing plan.

Market research produces an understanding of such things as the market size, and the activities and plans of competitors. The product then needs to be defined in the context of the overall market so that it may be positioned properly. Then a delivery system must be devised. Then, product modifications and “tweaks” must be made, according to market demands. Finally, the time comes to engage the public with branding and an awareness campaign, usually through advertising with a website and through other channels.

Once these researchers-turn-entrepreneurs have mastered the knowledge of marketing, I will not be surprised to learn that some are in the company of Steve Jobs, Bill Gates or Michael Dell—but only when their companies are market-driving, rather than market-driven.

HALAL MARKETING



HALAL MARKETING

By Raja Nerina Raja Yusof
Senior Lecturer PUTRA Business School

The word 'halal' (permissible) is significant to all Muslims, more so in this day and age of market globalization. In Malaysia, the halal certification by the Malaysian Department of Islamic Development (JAKIM) is internationally recognized and is among the most sought-out certifications by Islamic bodies around the world. This is because the experience of Malaysia as a multi-ethnic country makes it a requirement to have a suitable mechanism to ensure the halalness of products and services for Muslims, as required by the Syariah law.

Today, awareness regarding the need to consume halal products is gradually increasing, but among consumers a knowledge gap remains. For example, in Malaysia, once a halal-certified product is found suspect, an uproar will ensue, especially with well-known, popularly consumed products. For instance, recently Cadbury was alleged to have used non-halal ingredients in its chocolate. This was enough to cause many Malaysians to react swiftly and furiously for a presumed "breach of trust." Most of them instantaneously dumped Cadbury and shifted to other brands, while some vowed to never again consume Cadbury. Others went so far as to generalize their view of *other* chocolate producers with valid halal certifications.

As consumers, we should stay calm and be focused, instead of generalizing our assumptions toward innocent bystanders. What is the point of having JAKIM as the authority in halal certification when we do not respect its decisions? Leaders and authorities exist as our guide and we should respect its decisions and views, taking into consideration their expertise and vast experience.

Also, as Muslim consumers, we should be aware of the danger of forbidding a permissible thing and vice versa without proper knowledge and validation, as stated in the Quran (Al-Maidah, 87- 88):

"O Believers, do not make unlawful those pure things which Allah has made lawful for you, and do not go beyond the limit; indeed Allah does not like the transgressors. Eat easefully of the lawful and pure things which Allah has provided you, and refrain from disobeying Allah in Whom you have believed."

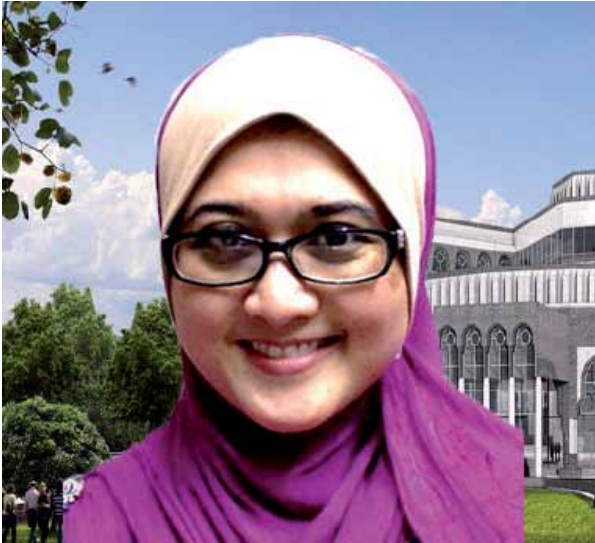
Trust toward the authority in charge (in this case JAKIM) should exist as a guideline for our reaction to halal issues. Making our own assumptions and conclusions adds confusion and, if only indirectly, affects the social and economic well-being of our nation.

As for the firms operating in a Muslim-dominated country, they should be well aware of the negative consequences of breaking the trust that consumers have granted them. The brand image and reputation of a company are on the line whenever a negative issue crops up, especially one involving halal products.

Therefore, once a firm receives halal certification, it should abide strictly by the standards required, and, if possible, do even more than what is required. Cadbury and all other manufacturers who possess halal certifications, local or foreign, should understand the responsibility and accountability of providing safe and halal food to their Muslim consumers.

Here is one example of how this is done: Not long ago I entered a butcher shop in New Zealand to buy chicken. Seeing that I was dressed with a hijab, the Kiwi butcher wasted no time in saying, "There's no more halal chicken. There will be more tomorrow." I said thank you and went out of the shop impressed. That is how it should be. A business should know its responsibility to customers and maintain trust—even when there is no external mechanism to ensure conformance.

SOCIAL COLLABORATION ON INSTAGRAM: A NEW PARADIGM IN DIGITAL MARKETING



SOCIAL COLLABORATION ON INSTAGRAM: A NEW PARADIGM IN DIGITAL MARKETING

By Dr. Haliyana Khalid

Senior Lecturer PUTRA Business School

This is a story about Nadzrah and her friend Yani. After spending eight years in the corporate world, Nadzrah quit her demanding job to spend more time with her family. Last year she ventured into the baking business and learned a lesson about business in the digital age.

Most home-based entrepreneurs in Malaysia utilize social media to market their products. It's a cost-effective, easy way to reach customers, and doesn't require advanced technical skills.

Facebook, YouTube, blog, Pinterest and twitter are among the popular applications. Initially, Nadzrah spent most of her time on Facebook, promoting her business and taking orders from customers. Today, she is an active user of Instagram.

Instagram is an online photo-posting service that doubles as a social network. Users can upload digital photos, apply filters and share the photos with other users. The Instagram app has become a leading photo-sharing program—forty million per day—for mobile devices, with more than 100 million registered users. The social networking site started as a convenient way for people to share pictures, but now is an important marketing tool for businesses of all sizes.

Research shows that marketers who use Instagram enjoy a larger return on their investment than those who use Facebook. A study by one digital consulting firm revealed that although Instagram's community of 150 million monthly active users is a fraction of Facebook's, the interaction rates for posts made by the 249 brands studied on Instagram were fifteen times as high as those on Facebook.

Even more striking is Instagram's ability to foster social collaboration among businesses. The service provides a subtle-yet-visible presence for customers and competitors. Naturally, this raises questions: Can such collaboration increase profits? Will it increase social recognition and expand a company's network? Finally, exactly what kind of social collaboration does Instagram provide, and how does the whole thing work?

Nadzrah needed to attract public attention. So her photographs were choreographed at different angles, filtered and published for public audiences. The photographs were posted at regular intervals, and hash-tags provided visibility. But self-advertising is time-consuming and sometimes confusing to customers.

With Instagram, the online presence of a business is enhanced through social-tagging—by competitors who could just as easily be friends or acquaintances in the network. So competitors actually help build one's online presence!

With social media, when you tag other people, you become visible. It's a strategy to let others see you, click your name, and follow your page. The same goes for commenting and following.

Through Instagram, a close friendship developed between Nadzrah and Yani. When they met, Yani had a foothold in the industry, with 43,000 online followers. She was a well-known, home-based baker. Nadzrah was attracted to Yani's work and personality. Some of Nadzrah's cake designs were inspired from Yani's, and when Nadzrah shared her work, she tagged Yani as a courtesy.

Since meeting, they have continuously given each other comments and like pictures, sharing tips on whatsapp and in telephone conversations. Consequently, Nadzrah's business has grown, as her followers have increased in number. At the same time, she has become more confident about her business.

Nadzrah's case is a prime example of how social media has transformed modern businesses. With Instagram, collaborating with others doesn't cost a fortune. What's needed, instead, are time and a heart: Time to visit other people's pages, and a good heart to provide support for others.

For home-based businesses, marketing products on social media, such as Instagram, is about much more than profit and visibility. It's about making friends, building a social network, gaining recognition and achieving self-actualization.



Dato' Hafsa Hashim
CHIEF EXECUTIVE OFFICER

“Pioneering Business Transformation”

SMEs are the Building Blocks of Our Economy

For Malaysia to move ahead, the development of the Small and Medium Enterprises (SMEs) must be innovation-led and productivity-driven.

Malaysia needs a “game-changer” to accelerate its economic growth. It must be globally competitive in order to transform the nation into a high income economy.

The Chief Executive Officer of SME Corp. Malaysia, Dato' Hafsa Hashim said the future of Malaysia's domestic and export-driven economy lies in its SMEs as they account for 98.5% of the total business establishments in the country.

“SMEs, thus, are not just the backbone of the country's economy, but are also the country's “game-changer” for the future.”

In her talk entitled “Pioneering Business Transformation” organised for the members of the Institute of Marketing Malaysia (IMM) on 21 March 2014, Dato' Hafsa said SMEs also provided employment for about 57% of the country's workforce.

Dato' Hafsa said that the development of progressive SMEs are very important to enhance wealth creation and the social well-being of the nation. This is reflected in the involvement of 15 Ministries and more than 60 Agencies in SME development in the country.

A medium-sized enterprise is one with an annual sales turnover of not more than RM50 million and employs not more than 200 workers, while a small enterprise has less than RM15 million sales turnover with less than 75 workers.

The majority of SMEs are the so-called micro enterprises with sales turnover of less than RM300,000 and a workforce of less than five.

Transformation is a complex process and may not necessarily begin or end with institutionalising change in processes, systems, technology and the way you conduct your business.



For Malaysia to move ahead, the development of SMEs must be innovation-led and productivity-driven.



Participants sharing their concerns and challenges and seeking solutions on how they can further improve their businesses and achieve higher growth.

For pioneering business transformation, you require exceptional or “Transformational Leadership” that inspires people to believe in your vision and motivates positive action towards it. The Government has adopted a differentiated approach to accelerate the growth of SMEs and to provide the impetus for growth led by the private sector.



Malaysian SMEs must cultivate an attitude which is progressive and pragmatic and at the same time they must share stories of success with conviction to encourage and inspire more SMEs to see the big picture and the vision.

“An innovation-led economy demands a new breed of SMEs that can help foster market and technology-driven innovation to create more high-skilled jobs in all economic sectors.”

Dato Hafsa said that it has everything to do with attitude, behaviour and culture, thus, a mindset change must take place. “Malaysian SMEs must cultivate an attitude which is progressive and pragmatic at the same time. The critical mass of SMEs must first recognise and respect their potential for growth, embrace everything that puts them and their businesses on a fast-track to excellence, and share stories of success with conviction to encourage and inspire more SMEs to see the big picture and the vision.”

“Pioneering business transformation is a continuous effort; it is a battle of the mind and a game of the wits. You must be bold, brisk and brash to brace new challenges and bridge new relationships inspiring growth.”

How are some of the SMEs doing it? How have they been pioneering their business transformation?

Dato' Hafsah said the strengthening of the country's SMEs would boost domestic demand thereby providing a solid consumer base for local manufacturing and retail output. It will also help the local economy weather global economic downturns when export demand falls as had occurred during the 1997 Asian financial crisis and the 2008 world financial meltdown.

She said incentives such as micro-financing and the Goods and Services Tax (GST) should boost small businesses and encourage new entrepreneurs.

Speaking to about 100 professionals at the IMM's talk, Dato' Hafsah said: "Companies with turnover of less than RM500,000 can voluntarily adopt and implement GST if they so wish. The incentive is that if they do so they will be entitled to claim the GST levied on raw materials or inputs used on manufacturing the taxable supplies or goods."

She said the GST will be a boon to small businesses in terms of reduced costs of business supplies, improve export competitiveness and better governance.

Dato' Hafsah also called for the bankruptcy laws be amended so that small and medium enterprises can be given a second chance at loans. Often, a budding entrepreneur is declared insolvent merely because he is guarantor for business loans or even for scholarships or study loans.

"SME Corp. Malaysia was set up by the Government, which truly understands the importance of strong SMEs, to facilitate their growth and make them a strong economic player in the country and in the world export market," she said.

The implementation of the six High-Impact Programmes (HIPs) under the SME Masterplan are on-track with HIP 2 : Technology Commercialisation Platform (TCP) successfully rolled out in April 2014. TCP is designed to enable more SMEs to innovate and commercialise their products and services, by providing end-to-end facilitations including business advisory, technical assistance, market information, capacity building and financing.

Dato' Hafsah Hashim has held the position of Chief Executive Officer of SME Corp. Malaysia (formerly known as SMIDEC until it was rebranded to SME Corp. Malaysia in October 2009) since March 2005. She is responsible for overseeing the role and functions of SME Corp. Malaysia in formulating the overall policies and strategies for SMEs, as well as, in coordinating the implementation of SME Development Programmes across related Ministries and Agencies.



A rare opportunity.....a group photo with Dato' Hafsah (seated left).

EMPLOYER BRAND

A ROLE FOR INTEGRATED MARKETING

By STEPHANIE HO

stephanie.ho@leaderonomics.com

Alan Stevens, a media coach guru, is a sought-after international speaker with much experience under his belt.

He was part of the first group of 21 speakers to receive the CSPGlobal (Certified Speaking Professional, Global) designation, a coveted designation created for the global conference industry for speakers who have proven mastery of the core global speaking competencies, and received favourable reviews by clients and peers alike. Stevens is also an author, PR expert, media commentator and a regular conference host in the United Kingdom and international events across a range of disciplines.

His clients include high-profile individuals and reputable companies.

In a recent interview, I had the opportunity to ask Stevens a few questions.

What is integrated marketing, and why is it important for organisations?

I define integrated marketing as a marketing campaign which delivers a single core message, using both traditional and social media.

First, you need a message. The art of good marketing is to be able to convey the right one, in the right way, at the right time, to the right audience. The essence of a message is always the precise detail we wish to impart.

So, how do you create this core message for your integrated marketing campaign?

Here is a checklist of the most important elements:

IDENTIFY THE SINGLE MOST IMPORTANT IDEA

People remember very little of what they see or hear. The most effective campaigns focus on the most important message that you wish to communicate, since that is what you want people to remember.

If you have several messages you want to deliver, save the less important ones for another time. One message that is remembered by your potential clients is worth dozens of half-remembered ones.

KEEP IT SIMPLE

Don't use jargon, or industry-specific terms. It's impossible to over-simplify a message, but easy to over-complicate one.

MAKE IT MEMORABLE

We are besieged with messages every day, through radio and TV, advertisements, conversations and the like. Your job, when delivering your marketing message, is to make it something that people will remember.

Think of words and phrases that are a little unusual, or conjure up an image. If your message is seen as a picture, even if you are on the radio, it will be much more memorable.

MAKE IT RELEVANT

Put yourself in the shoes of your potential audience and think what they will find engaging. All you have to do then is to deliver what they want to see or hear.

ASK YOURSELF 'SO WHAT?'

Imagine yourself hearing your own core marketing message. If your immediate reaction is, "so what?" the message doesn't work. You need to be able to capture the value to your audience in whatever you say.

BE SINCERE

If you want people to believe you, you have to be sincere. You have to really believe what you are saying. That is why it is very important for you, as a company spokesperson, to be involved in drafting the core message. It will be very difficult for you to recite words given to you if you are not fully confident that they represent your opinion.

In summary, your core marketing message needs to be simple, relevant, memorable, beneficial and of course, true.

In your opinion, what are the three most common mistakes organisations make when it comes to online and offline marketing?

1 Failing to understand the motivation of their customers. Research is vital, and is often not done thoroughly in the rush to get to market.

2 Confusing the message by making it too complex. Customers respond to simple, effective marketing messages, so the key is to deliver only one message in each campaign. Trying to deliver several messages will mean failing to deliver any at all.

3 Ignoring feedback. Your customers will tell you if your marketing campaign is working. You need to listen to what they say and take rapid action if necessary.

In the 'war for talent' companies need to improve their image and brand themselves as employer of choice. How can integrated marketing help an organisation in this regard?

A single message across all media helps potential employees to understand exactly what a company stands for. Increasingly,



people are only willing to work for organisations that share their values, so it needs to be very obvious what a company represents, and how it operates.

What are three key things organisations need to do in order to create a strong and consistent brand to attract top talent?

1 Ensure that every member of the organisation, from top to bottom, understands and can talk about the values of the organisation – and that they feel those values are important.

2 Communicate the brand values as widely as possible at every opportunity. The most successful brands are ever-present, and everyone knows about them.

3 Fix any problems immediately and effectively. It's been said that it takes years to build a brand, but it can be destroyed in a day. Companies must be vigilant at all times, since mistakes will happen. The best brands fix things before many people know they have gone wrong.

On a related note, individuals also need to improve their image and employability. How can integrated marketing help individuals in this regard?

Consistency of message applies not only to organisations, but also to individuals. There is a phrase, "How you do anything is how you do everything".

In the age of social media, where our lives are more public than ever, the way we behave everywhere becomes visible to employers. Never publicise anything that would embarrass you in front of your boss.

This article was first published in mystarjob.com on Saturday 8 November 2014.

IMM MAJLIS MESRA AIDILFITRI 1435H/2014



23 orphans from the Home of Hope in Shah Alam under the Al-Khaadem Association (Pertubuhan Al-Khaadem) and IMM members, Advisors, Fellows, family and friends were feted to a Hari Raya Open House by the Institute of Marketing Malaysia (IMM) recently. It was held at Bukit Kiara Equestrian Club, Kuala Lumpur. The President, Dato' Sharifah Mohd Ismail, the Vice President, Prof. Datuk Dr. N. Marimuthu, together with other Council members and IMM staff were on hand to personally greet and welcome all the guests. Corporate members representing corporations, companies, universities and colleges as well as individual members and their family were present to join us on this joyous occasion.

Hari Raya celebrates the conquest of rewarding the Ramadhan, and it is also a time to rejuvenate ties and relationship amongst family, friends and the community. With this gathering we hope it will further strengthen the bonds between IMM and all its members and everyone who has supported us in all our initiatives. This year we could take the celebration a step further by fulfilling our social responsibility and sharing our joy with the orphanage in a small way.



Hosting the children from the Home of Hope is part of our social responsibility to the community.



Sharing is Caring....a small contribution from all of us at IMM.



The guests were treated to a spread of modern and traditional delicacies and of course, Hari Raya all-time favorites like rendang and ketupat. Friendship and joy filled the room for the entire event. In the spirit of giving, the children from the orphanage received 'duit raya' from donation made by IMM members, family and friends and before heading home, they were each given goodies bag as a small memento from IMM. A cash contribution of RM1000 was also made to the Association. The smiling faces and waving of goodbyes from the children and guests remained in the hearts of IMM.



Our heartfelt thanks and appreciation to all our guests and friends of IMM for joining us on this special occasion. We look forward to see you again at our next Hari Raya gathering.



Dato' Noorizah Hj. Abd. Hamid
MANAGING DIRECTOR/
CHIEF EXECUTIVE OFFICER

Driving Through Stormy Weather

"When you can't change the direction of the wind, adjust your sails," the famous author H. Jackson Brown Jr once penned. The same metaphor surrounds PLUS atmosphere since it started its operation 26 years ago.

Today, the challenge is taken up wholeheartedly by more than 4,800 PLUS staff while proudly piloted by Dato' Noorizah Hj. Abd Hamid, the current Managing Director and Chief Executive Officer of the company.

PAST AND PRESENT

PLUS began sailing as Highway Concessionnaires Berhad, a member of the United Engineers Malaysia Berhad (UEM). On 13 May 1988, the company changed its name to Projek Lebuhraya Utara-Selatan Berhad (PLUS) which was derived from the North-South Expressway (NSE) project.

On 27 July 2011, Projek Lebuhraya Usahasama Berhad (PLUS Berhad), a wholly-owned subsidiary of PLUS, was incorporated to undertake the consolidation of all highway concessionaires acquired under a single entity. With the completion of the acquisition, PLUS is the largest toll expressway operator in Malaysia and one of the largest in South East Asia.

Addressing over 200 people in the CEO Talk event under the theme "Driving Through Stormy Weather", she further explained, "States serviced by the NSE make up 81% of population and 89% of GDP in Peninsular Malaysia. PLUS doubles up as Malaysia's transportation hubs with daily traffic up to 1.7 million vehicles on average."

Apart from clear visibility and the wide lanes for safer driving along our 987 km length of highway, PLUS highway users enjoy value-added services which include 24 Rest & Service Areas, 45 laybys and 4 overhead bridge restaurants.

As the largest toll expressway operator in Malaysia and one of the largest in South East Asia, PLUS had played and continues to play significant roles in developing Malaysia. The North-South Expressway (NSE) forms the backbone of Malaysia's transportation industry that revolutionized inter-urban travel and successfully transformed the nation's traveling landscape by providing shorter travel time through its world-class expressways, hence providing a viable travelling alternative for the local users.



OUR EXPRESSWAYS
PLAN YOUR ROAD FOR EVERYWHERE



As the largest toll expressway operator in Malaysia and one of the largest in South East Asia, PLUS had played and shall continue to play significant roles in developing Malaysia.

Through the NSE project, PLUS has directly and indirectly created more than 16,000 job opportunities for the people ranging from highway operations to highway maintenance and from SMEs to franchises. More than 200 residential areas, 20 industrial parks, 44 new townships and 9 business centres were developed along PLUS highways since its operation. This has successfully led PLUS to become the benchmark and point of reference by other highway operators around the world.

CHALLENGES OVERCOME

While the company steadily puts its strenuous effort to labour the best for the people as its mission to provide safe and expressway network that enhances the quality of life of the people, PLUS on the other hand is currently facing the detrimental increase in maintenance cost of its highway operation.

As the toll collection being the largest contribution to its operation, given the current political weather and no-toll-hike policy for period of time, challenges

as such consistently exert the force on the company to prudently balance out between company performance and the public perception.

Due to this, Dato' Noorizah reiterated that, "Our business is driven by the quality of service rendered to the people. Thus, customer satisfaction is the upmost priority for us. We continuously do the improvement to fulfil the customer needs and wants. All PLUS' expressways have been designed with safety as the primary goal.

PLUSRonda services, highway mobile workshops - Workshop on Wheels (WOW), emergency telephones and electronic message boards or VMS controlled by the PLUS Traffic Monitoring Centre (TMC) are available to attend to any breakdown or accidents. To ensure PLUS highways operate at their best, almost 10,000 inspections on our pavements, slopes, bridges, drainages and tunnels are carried out annually.





Our business is driven by the quality of service rendered to the people. Thus, customer satisfaction is the upmost priority for us. We continuously do the improvement to fulfil the customer needs and wants.

In promoting a greener highway environment, the Electronic Toll Collection (ETC) Systems via paperless toll transactions are used on all PLUS highways. To serve PLUS highway users better, it introduced PLUSMiles which is the toll rebate loyalty program.

"This is the first and only toll expressway loyalty programme in Malaysia. PLUSMiles cardholders can get toll rebates, special discounts and benefits from participating outlets and merchants. Each PLUSMiles card is equipped with a Touch 'n Go feature. The PLUSMiles card can also be used for toll payments and other services such as major public transport services in the Klang Valley and parking facilities," said Dato' Noorizah.

Meanwhile, the PLUSTrack meant for fleet operators has helped the clients leverage savings for their organization whilst reduced misconduct of payment evasion among lorry drivers.

To improve traffic flow on the mainline during festive seasons, PLUS Travel Time Advisory (TTA) was developed by proactive scheduling of travel to provide a smoother flow of traffic. This initiative has resulted in better traffic distribution with commendable compliance rate and is improving from year to year.



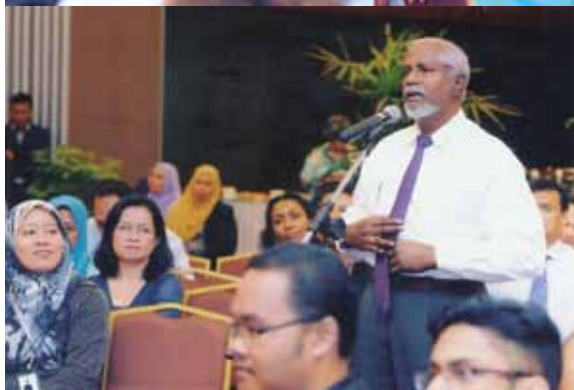
Students from Unisel posing for a group photo with Dato' Noorizah (centre) their source of inspiration and role model for a successful career



Recently, PLUS launched the PLUS Mobile App (via Google & Apple Play Store) which assists the planning of our PLUS highway users with the most accurate traffic routing, road alert and facilities available along PLUS highways.

ROAD EDUCATOR

Apart from being a highway operator, PLUS also views itself as a safety road educator for greater benefits to the society. In line with the Government's call to put people first, the Malaysian Unite For Road Safety (MUFORS) spearheaded by PLUS which is ranged nationwide aims for public education on road safety including the current and future drivers.



Among the initiatives are the road safety pledges and votes campaign, the 'Respect Your Limits' seminar for the heavy vehicle drivers, GEMPAK MUFORS for young motorcyclists and Short Film competition for students at universities. Targeting the future users, Inter-School Mural Competition are held among students at schools in Malaysia.



Seeking clarification and answers to the challenges ahead.

"Teamwork, integrity, passion for success, sincerity of intent, trustworthy, caring as well as financial prudence are the key ingredients to the success of PLUS", Dato' Noorizah added. 2013 marked PLUS's quarter centennial anniversary. Growing bigger in ages undeniably has invited cumbersome difficulties in maintaining its best services to the customers. Thus, managing the change of the culture within its vicinity with complexity is ready to be taken up by full visionary leadership of PLUS.

Today, PLUS is not just a highway. It touches the lives of Malaysians in so many ways and carries with it the image of the nation and the hope of the people. Thus, ensuring it sails for the ultimate destination to be a premier expressway group in the global arena has become the beats in the hearts of its crews.



Guests and friends of IMM with Dato' Noorizah (fifth from right)

Curtin Sarawak and Institute of Marketing Malaysia sign MoU for collaborative development

Curtin University, Sarawak Malaysia (Curtin Sarawak) signed a Memorandum of Understanding (MoU) with the Institute of Marketing Malaysia (IMM) for collaboration in the fields of education, leadership and research at the university recently. The signing ceremony was held at Curtin University Sarawak in August 2014.

The acting dean of Curtin Sarawak's School of Business, Associate Professor Pauline Ho Poh Ling, and IMM President Dato' Sharifah Mohd. Ismail signed for the University and the Institute respectively in the presence of Curtin Sarawak Deputy Pro Vice-Chancellor Professor Yudi Samyudia.

Also present were public relations lecturer Dr. Kamala Vainy Pillai from the Department of Marketing and Management and other representatives of IMM and Curtin Sarawak's School of Business.

As a corporate member of IMM, Curtin Sarawak will collaborate with IMM to develop an ongoing

collaboration based on mutually beneficial activities articulated in the field of education, leadership and research, which Professor Samyudia said would ultimately set the stage for even stronger ties and more wide-ranging collaboration between the two organisations in the future.

He added that any support from IMM towards the advancement of Curtin Sarawak's students and academics, as well as the general promotion of marketing leadership education and development at Curtin Sarawak and in the local community, would be most welcome and the university looks forward to a very fruitful partnership in this regard.

The collaboration will include joint development of student and staff development programmes through placement, internship, research or other similarly related matters; sharing of relevant information on a confidential basis inclusive but not limited to internship, consultancies and research funding; establishment of projects of mutual interest and benefit; and pursuance of the corporate social responsibility activities of both parties for the enhancement of knowledge and the betterment of the community.

In addition, the two organisations will explore opportunities to host at least one CEO Talk annually in East Malaysia; organise a regional or international seminar or conference that promotes marketing leadership education and development among academic, professionals and the society; and determine the details of such projects, the work plan, funding and the rights to outcomes.



Representatives from Curtin Sarawak and Institute of Marketing Malaysia posing for a group photo.

Curtin Sarawak tandatangani MoU untuk bekerjasama dengan IMM

MIRI: Universiti Curtin Malaysia Sarawak (Curtin Sarawak) semalam menandatangani perjanjian persefahaman (MoU) dengan Institute of Marketing Malaysia (IMM) bagi bekerjasama dalam pendidikan, kepimpinan dan penyelidikan.

Majlis menandatangani MoU itu diadakan di kampus Curtin Sarawak dihadiri oleh pemangku dekan Sekolah Perniagaan Curtin Sarawak, Profesor Madya Pauline Ho dan Presiden IMM, Datuk Sharifah Mohd Ismail diaksikan Timbalan Pro Naib Canselor Curtin Sarawak,

Profesor Yudi Samyudia.

Hadir sama Pengerusi Perhubungan Awam Jabatan Pemasaran dan Pengurusan, Dr Kamala Vainy Pillai dan wakil Sekolah Perniagaan Curtin Sarawak yang lain.

Dalam perjanjian ini, IMM dan Curtin Sarawak bersama-sama membangunkan aktiviti berkaitan pendidikan, kepimpinan dan penyelidikan.



TUKAN DOKUMEN: Samyudia dan Sharifah bertukar-tukar dokumen pada majlis MoU antara Curtin Sarawak dan IMM turut kelihatan Pauline (kiri) dan Dr Kamala.

pada masa hadapan. "Curtin Sarawak amat mengalu-alukan sokongan dan

kerjasama IMM dalam usaha membantu meningkatkan pencapaian akademik selain

mempromosikan pendidikan kepimpinan pemasaran dan pembangunan sama ada di

dalam kampus mahupun di kalangan masyarakat," katanya. Beliau berharap MoU itu membahaskan hasil yang bermanfaat kepada kedua-dua pihak.

Antara kerjasama dimunculkan ialah program pembangunan bersama pelajar dan kakitangan pembangunan melalui program penempatan, 'internship', penyelidikan dan perkongsian maklumat berkaitan.

Selain itu bersama-sama mengumpul dana bagi tujuan penyelidikan, mengadakan projek memanfaatkan kedua-dua pihak seterusnya men-

gunkan aktiviti tanggungjawab sosial korporat untuk menambah pengetahuan dan manfaat komuniti setempat.

Sementara itu, kedua-dua organisasi akan mengadakan sekurang-kurangnya satu Ceramah Ketua Pegawai Eksekutif (CEO) di Malaysia Timur, menganjurkan seminar atau persidangan peringkat wilayah atau antarabangsa mempromosikan pendidikan kepimpinan pemasaran dan pembangunan antara ahli akademik, profesional dan masyarakat selain mengenal pasti projek, perancangan, dana dan hasil yang dicapai.



Profesor Samyudia (kiri) menandatangani dokumen dengan Sharifah, aduannya Ho dan Kamala (tengah).

Curtin Sarawak inks MoU with IMM for collaboration

By Jacqueline Nephos

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MIRI: Curtin University, Sarawak, Malaysia (Curtin Sarawak) signed a Memorandum of Understanding (MoU) with the Institute of Marketing Malaysia (IMM) for collaboration in the fields of education, leadership and research at the university level.

The signing ceremony of Curtin Sarawak's School of Business, Associate Professor Pauline Ho and President IMM, Datuk Sharifah Mohd Ismail, in the presence of Curtin Sarawak deputy vice-chancellor, Professor Yudi Samyudia.

Also present were public relations lecturer, Dr Kamala Vainy Pillai from the Department of Marketing and Management and other representatives of Curtin Sarawak's School of Business.

The university looks forward to a very fruitful partnership in this regard.

Associate Prof. Samyudia, Curtin Sarawak deputy vice-chancellor.

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Curtin, IMM ink collaboration MoU

By GARRIN TALLIP

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NEW CORPORATE MEMBER

Congratulations and a Warm Welcome to THREE (3) new Corporate Members who joined the Institute in 2014.



• Pro Integrated Facility Services Sdn Bhd •



• Pembangunan Sumber Manusia Berhad (PSMB) •



• UCSI University Kuala Lumpur •

Corporate Membership Renewal

A total of TWENTY-FOUR (24) Corporate Members renewed their membership with IMM between the period January 2014 to October 2014. The Institute thank the following Corporate Members for their renewal :



• Universiti Kebangsaan Malaysia •



• Asia Lab (Malaysia) Sdn Bhd •



• Universiti Utara Malaysia •



• Bank Kerjasama Rakyat •



• Utusan Melayu (Malaysia) Berhad •



• SME Corporation Malaysia •



• Universiti Tun Abdul Razak •



• Northport (Malaysia) Bhd •



• Asturi Metal Builders (M) Sdn Bhd •

Corporate Membership Renewal



• Universiti Putra Malaysia •



Puncak Niaga Holdings Berhad

• Puncak Niaga Holdings Bhd •



• Universiti Malaysia Kelantan •



• Putra Business School (PBS) •



A member of UEM

• Project Lebuhraya Usahasama Berhad •



• KPJ Healthcare Berhad •



• Agensi Inovasi Malaysia (AIM) •



• Bank Islam Malaysia Berhad •



• Segi Universiti College •



• MATRADE •



• PROLINTAS •



• Siemens Malaysia Sdn Bhd •



• Malaysia Airports Holdings Berhad •



UDA HOLDINGS BERHAD

(347508-T)

• UDA Holdings Berhad •



• Kolej Poly-Tech MARA Sdn Bhd •

Individual Membership Updates

The Institute registered SIXTY-SEVEN (67) New Ordinary Members, 2 (TWO) New Student Members, and 2 (TWO) New Life Members between the months of January 2014 until 31 October 2014.

New Ordinary Members – 67

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

No.	Name	Profession	Company/Organization
1	Nazrul Nizam B. Abdul Rahman	Assistant Manager	AEON Co (M) Bhd
2	Zakimarhaini Binti Mohd Said	Manager, Public Relations & Corporate Branding	AEON Co (M) Bhd
3	Edna Dasan	Manager	AEON Co (M) Bhd
4	Subaidah Bt Sidek	Manager	AEON Co (M) Bhd
5	Nor Laila Bt Mohd. Samin	Manager	AEON Co (M) Bhd
6	Suresh Rajoo	Managing Director	Pro Integrated Facility Services Sdn Bhd
7	Senpagam Balasubramaniam	Corporate Communications Manager	Pro Integrated Facility Services Sdn Bhd
8	Yeo Sang Chau	National Sales Manager	Khind-Mistral (M) Sdn Bhd
9	Prem Varges A/L P.V. John	Manager	Quest International University Perak
10	Meor Amiruddin Hj Meor Termizi	Manager	Quest International University Perak
11	Nur Marsita Bt Ahmad	Manager	Quest International University Perak
12	Thirukumaran A/L Arumugam	Manager	Quest International University Perak
13	Salmi Mohd Isa	Senior Lecturer	Graduate School of Business University Sains Malaysia
14	Syazana binti Azlan	Graphic Designer	DQ Advertising
15	Zulkhafle Bin Jalil	Advisor/Consultant	Kumpulan Media Karangkrak
16	Professor Dr. Zainal Ariffin Ahmad	Deputy Dean, Graduate Business Studies	UNITEN Kajang
17	Zuraida Mohamad	Branding & Marketing Communications	Consultant
18	Farid Izanee Bin Che Mat	Business Development Manager	SKB Associates Sdn Bhd
19	Dr. Nik Kamariah Nik Mat	Professor/Lecturer	Universiti Utara Malaysia
20	Dr Shariha Khalid	Director	Scope Group Asia
21	Wan Yon Shahima Bt Wan Othman	Deputy Chief Executive	Pembangunan Sumber Manusia Berhad
22	Morni Bt Bujang	General Manager	Pembangunan Sumber Manusia Berhad
23	Choo Mun Hoong	Manager	American Air Filters Manufacturing Sdn Bhd
24	Fathiah Shamsuddin	Managing Director	Uptown Dreamers Sdn Bhd
25	Marohaini Yusof	President	Gold Solutions Network
26	Mohd. Nizam Ismail	Senior Manager	PLUS Malaysia Berhad
27	C.Y. Chan	Manager	JannLex Corporation Sdn Bhd
28	Lucas Spensberger Von Wuorogorski	Principal	Place Design Group (Malaysia) Sdn Bhd
29	Mohd. Nazri Bin Mohd Saad	Assistant Manager	Bank Islam Malaysia Berhad
30	Jasmine H. Low	Managing Director	Go International Group Sdn Bhd
31	Assoc. Prof. Dr. Nor Khasimah Binti Aliman	Associate Professor	UiTM Perak
32	Azry Bin Ahmad Mustafa Hadi	Assistant Director	Department of Civil Aviation Ministry of Transport
33	Nik Rozina @ Nik Azyyati Bt Nik Jaafar	Lecturer	Politeknik Kota Bharu
34	Shahrizan Bin Aziz	Executive	Bank Rakyat

No.	Name	Profession	Company/Organization
35	Mohd Azim Bin Mohd Azni	Executive	Bank Rakyat
36	Yee Thart Chi GM	Sales	Sabah-WEIDA Resources Sdn Bhd
37	Hj Ariff Iskandar Shah B. Mohamad Aminuddin	Senior Marketing Executive	Bank Rakyat
38	Melissa W. Migin	Acting Dean	UCSI University Kuala Lumpur
39	Rajat S. Chatterjee	Head of Marketing Department	UCSI University Kuala Lumpur
40	Emilia Rosemera Uzir	Self-Employed	
41	Loh Bay Yu	Business Manager	Pajak Gadaai Thong Lee, Gopeng-Perak
42	Nazianne Binti Zamani	Southeast Asia Business Development Manager	Place Design Group (Malaysia) Sdn Bhd
43	Priscilla Jacy Anak Jihen	Principal Corporate Trainer & Leadership Coach	Trailblazers Leadership & Motivation
44	Dato' Syaiful Hazan Nawawi	Country Manager	THAICOM Public Limited Company
45	Shakirah Abdul Karim	CEO/Senior Managing Director	Minda Trafik
46	Siti Noor Azlinda Binti Faizal Noor	Asst. Vice President, Market Research, Consumer Experience	Astro Malaysia Holdings Berhad
47	Mahmud Hishamuddin B. Abdul Rashid	Director Branding, Strategic Communications	Vege Retail Sdn Bhd
48	Badariah Hassan	Manager, Student Recruitment Department	Quest International University Perak
49	Premila Subramaniam	Lecturer	Quest International University Perak
50	Azlee Bin Muhammad	Lecturer	Politeknik Tuanku Syed Sirajuddin, Arau, Perak
51	Zarina Bt Sulaiman	Lecturer	Politeknik Ungku Omar
52	Shareaha Binti Din	Senior Principal Assistant Director	Dept. of Polytechnic Education, Ministry of Education
53	Afeira Helena Binti Zainudin	Lecturer, Commerce Division	Politeknik Ungku Omar
54	Suryani Binti Amin	Lecturer	Politeknik Ungku Omar
55	Pushpalatha A/P Appanaidu	Lecturer	Politeknik Ungku Omar
56	Noordini Binti Abdullah	Lecturer	Politeknik Ungku Omar
57	Aziam Mustafa	Lecturer	Politeknik Ungku Omar
58	Rozita Halina Bt Rosli	Senior Assistant Director	Dept. of Polytechnic Education, Ministry of Education
59	Tan Wei Yet	Head of Business Department	TMC College
60	Dr. Maha Mohammed Yusr	Senior Lecturer	School of Business, Universiti Utara Malaysia
61	Dr. Yaty Sulaiman	Senior Lecturer	School of Business, Universiti Utara Malaysia
62	Jeyaraj Asirvatham A/L K.P. Sundram	Freelance Accountant	
63	Kan Wai San	Manager, Student Recruitment Dept.	Quest International University Perak
64	Ng Jean Ling	Manager, Student Recruitment Dept.	Quest International University Perak
65	Siew Choon Keat	Manager, Student Recruitment Dept.	Quest International University Perak
66	Hasmadi Hassan	GM, Marketing/Circulation	Utusan Melayu (Malaysia) Berhad
67	Jamal Ahmed Ali Ahmad	Chief Executive Officer	Utusan Media Sales Sdn Bhd

Ordinary Membership Renewals - 50

The Institute thanked the following Ordinary Members who renewed their membership with IMM during the period January 2014 to 31 October 2014.

No.	Name	Company / Organization	Job Title
1	Dr. Bernard Tan Hoi Piew	Universiti Tunku Abdul Rahman	Associate Professor, Faculty of Accountancy & Management
2	Shamsuri Othman	Petronas Leadership Centre	Head, Core Leadership Solutions
3	Sharifah Raudhah AlQudsy	Face2Face Technology	Founder
4	Azura Binti Mohd Salleh	Politeknik Sultan Sallauddin Abdul Aziz Shah	Lecturer
5	Noor Fadzlin Binti Abu Bakar	Politeknik Sultan Sallauddin Abdul Aziz Shah	Lecturer
6	Ahmad Tamimi Bin Md Som	Politeknik Sultan Sallauddin Abdul Aziz Shah	Lecturer
7	Noor Izyana Binti Zakaria	Politeknik Sultan Sallauddin Abdul Aziz Shah	Lecturer
8	Natasya Mariz Binti Mohamad	Politeknik Sultan Sallauddin Abdul Aziz Shah	Lecturer
9	Nor Zarina Binti Pitdin	Politeknik Sultan Sallauddin Abdul Aziz Shah	Lecturer
10	Maziharita Binti Mohamood	Politeknik Sultan Sallauddin Abdul Aziz Shah	Lecturer
11	Lawrence Lee	Avillion Layang Layang	General Manager
12	Dr. Safiek Mokhlis	Universiti Malaysia Terengganu	Chairman, Bachelor of Management (Marketing) Program
13	Haniza Bt Mohamad Nadzri	Politeknik Ungku Omar	Lecturer
14	Dr. Wong Chee Hoo	See Hua Marketing Sdn Bhd	Manager
15	Dr. Noor Hazarina Bt Hashim	Universiti Teknologi Malaysia, Skudai	Senior Lecturer
16	Tan Vin Sern	The ISO Group	Associate Consultant
17	Mazlina Mohamed	Politeknik Kota Bharu	Lecturer
18	Salwuan Binti Ab. Halim	Politeknik Kota Bharu	Lecturer
19	Munizan Bt Mohamed Nor	Politeknik Kota Bharu	Lecturer
20	Che Wan Noraizan Binti Wan Jaafar	Politeknik Kota Bharu	Lecturer
21	Norbaini Binti Ghazali	Politeknik Kota Bharu	Lecturer
22	Che Marzuki Bin Che Hussin	Politeknik Kota Bharu	Lecturer
23	Prof Dr. Samsinar Md. Sidin	Universiti Putra Malaysia (UPM)	Professor/Head of Accreditation
24	Khairul Anwar Kamarudin	TUSK Consultancy Sdn Bhd	Trainer
25	Dayang Haryani Diana Ag. Damit	UiTM Sabah	Lecturer
26	Mohamed Anwar Bin Abd. Rahman	ABR Consultancy	Director
27	Jason Yong Kian Chong	Yong Trading Company, Sabah	Partner
28	Iris Cheong Kwei Foong	Indra Pusaka Sdn Bhd	Head, Sales & Marketing
29	Hamliza Sham Bte Mohamed Arifin	Astronautic Technology (M) Sdn Bhd	Corporate Communications Director
30	Nasiruddin Bin Mohd Ibrahim	Petronas Leadership Centre	Manager
31	Mohamad Riza Bin Tan Sri Abdahir	Jopami Group of Companies	General Manager
32	Karen Kueh Meng Koon	Swinburne University of Technology, Sarawak Campus	Lecturer
33	Rosmanizah Bt Derahman	Politeknik Ungku Omar	Senior Lecturer
34	Dato' Syed Danial Syed Ariffin	Puncak Niaga Holdings Berhad	Chief Operating Officer
35	Tan Teng Kiat	Syarikat Tan Eng Aun Sdn Bhd	Director
36	Evelyn Tan Siew Foong	Genting Property Sdn Bhd	Marketing Manager
37	Lionel Loh Keong Chung	AMBank (M) Sdn Bhd	Banker
38	Franklin Hazley Lai	Universiti Teknologi MARA Sabah	Senior Lecturer

No.	Name	Company / Organization	Job Title
39	Sharifah Nurafizah Syed Annuar	Universiti Teknologi MARA Sabah	Senior Lecturer
40	Cyril Supain @ Christopher	Universiti Teknologi MARA Sabah	Lecturer
41	K. Devaki A/P Kanapathi	Port Dickson Polytechnic	Lecturer
42	Siti Maryam Bt Mohd. Amin	Dept. of Polytechnic Education, Ministry of Higher Education	Principal Assistant Director
43	Bobby Chua Beng Hui	Universiti Tunku Abdul Rahman, Perak Campus	Lecturer
44	Dr. Shishi Kumar A/L Piaralal	Open University Malaysia, Bangi	Senior Lecturer
45	Tengku Ismith Bin Tengku Ilham	Pharmaniaga Berhad	Senior Manager, Mgmt Accounting
46	Associate Prof. Dr. Nek Kamal Bin Yeop Yunus	Universiti Pendidikan Sultan Idris, Tg. Malim, Perak	Marketing Lecturer
47	Dr. Salomawati Binti Ishak	Sultan Azlan Shah Polytechnic	Marketing Lecturer
48	Peter Lee	Hotel Le Tian Sdn Bhd, Johor Bahru	Company Director
49	Datin Haslina Jalaluddin	Property Management, Telekom Malaysia	General Manager
50	Fairuz Muchtar	Universiti Putra Malaysia (UPM)	Chief Assistant Registrar

FELLOW MEMBERSHIP RENEWAL - 1

The Institute thanked YBhg. Tan Sri Rozali Ismail, Executive Chairman of Puncak Niaga Holdings Bhd who renewed his Fellow Membership in May 2014.

ASSOCIATE MEMBERSHIP RENEWAL - 2

The Institute thanked the following Associate Members who renewed their memberships in April and May 2014.

No.	Name	Profession	Company/Organization
1.	Mr Tan Kian Beng,	Branch Manager,	Multi-Purpose Insurans Sdn Bhd; and
2.	Associate Prof. Dr. Cheng Wei Hin,	Lecturer	Universiti Utara Malaysia- College of Business.

NEW STUDENT MEMBER

The Institute welcomed Puan Balqis Binti Suhod, Graduate from University Sains Islam Malaysia (USIM), who joined as Student Member in September 2014.

NEW LIFE MEMBERS - 2 (TWO)

Congratulations to our New Life Members who were accepted in 2014 :

1. Dato' Zakaria Kamaruddin (LM015) - Businessman (formerly Senior Director MATRADE)
2. Mr. Peter Lee (LM016) - Company Director, Hotel Le Tian Sdn Bhd, Johor Bahru

STUDENT MEMBERSHIP Renewal - 3

The Institute thanked 3 (THREE) Student Members who paid their annual subscriptions in 2014 as follows:

No.	Name	Profession / University
1.	Mr Okpara Izuagba Uchenna,	Universiti Malaysia Sarawak
2.	Ms Anisiobi Anulika Loveline,	Universiti Malaysia Sarawak
3.	Encik Azrul Zammir Sobki,	Universiti Sultan Zainal Abidin (UNISZA)



DATO' BRIDGET MENEZES

We have to Eradicate Corruption

In our fight against crime and corruption, one of the key reasons is that we are directing our battle towards the 'criminal' instead of the crime. We are not investing as much to understand the circumstances that are pushing more and more people into crime. As we are not changing the social mould, we cannot expect to create a better tomorrow as one corrupt official will be replaced by another one.

To bring about change, we have to work towards building individual characters. We must raise people's personal standards as they are the foundation of a society.

The need of the hour is to awaken goodness in individuals through moral classes in schools, colleges and institutions and through various communications channels. NGOs that work towards this cause should also be brought together.

Initiating such a transformational process in Malaysia is not difficult as our rich heritage of ancient spiritual values are naturally ingrained in everyone. Our family system is still strong.

It is important to recognise that in order to restore values in society, we need to be far-sighted and become benevolent planners. We must choose the right means to attain the right ends. Any short-cut, aggressive methods will drive us further away from our destination. The more important journey will never be pursued.

Thought for reflection:

By filling the seed of every act with farsightedness, benevolence and truth, you enjoy greater success with less effort.

COUNCIL INFORMATION

PATRON

YB.Dato' Sri Mustapa Mohamed
Minister of International Trade and Industry Malaysia

HON. ADVISORS

Dato' Lawrence Chan Kum Peng
Founder and Executive Chairman
PDL Management Corp (M) Sdn. Bhd.

Hamidah Karim
Managing Director
Prestige Communications Sdn. Bhd.

PRESIDENT

Dato' Sharifah Mohd. Ismail

VICE PRESIDENT

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ASST. HON. SECRETARY

Siti Badarny Shamsaifah Hassan

HON. TREASURER

Assoc. Prof. Dr. Leow Chee Seng

ASST. HON. TREASURER

Sarah Tan Mee Loo

COUNCIL MEMBERS

Dato' Rozalila Abdul Rahman
Prof. Dr. Samsinar Md. Sidin
Mohamed Sallauddin Mohamed Shah
Tengku Nila Putri Tengku Ilham
Shahana Azlan
Assoc. Prof. Dr. Nor Azila Mohd. Noor
Nithiyanathan Lachumanan
Valentino Lee
Fairuz Muchtar

MANAGING EDITOR

Dato' Sharifah Mohd. Ismail

CONTRIBUTING EDITOR

M. Krishnamoorthy

HOME TO HUMAN GOVERNANCE

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- *Reviving a worldview of business where humans are in charge*
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being 

For further information, kindly visit
<http://www.putrabusinessschool.edu.my>
or email to
studentcentre@putrabs.edu.my

EXPANSION OF THE PSMB ACT, 2001



Ministry of Human Resources



HRDF
MALAYSIA

Effective from 1 June 2014, Pembangunan Sumber Manusia Berhad has expanded the scope of coverage of the PSMB Act, 2001 from 44 existing sub-sectors to additional 19 new sub-sectors, comprising of 2 sub-sectors from the MINING & QUARRYING sector and 17 sub-sectors from the SERVICE sector.

SECTOR	SUB-SECTOR / INDUSTRY	REQUIREMENT	EFFECTIVE DATE	RATE OF LEVY PAYMENT
MINING AND QUARRYING	1. Petroleum and gas extraction;	Employers with 50 Malaysian employees and above.	1 June 2014	1 %
	2. Mineral and stone quarrying;	Employers with 10 to 49 Malaysian employees and with a paid-up capital of RM2.5 million and above.		
		Employers with 10 to 49 Malaysian employees and with a paid-up capital of less than RM2.5 million.	1 June 2014	0.5 %
SERVICE	1. Gas, steam and air-conditioning supply;	Employers with 10 Malaysian employees and above.	1 June 2014	1 %
	2. Water treatment and supply;			
	3. Sewerage;			
	4. Waste management and material recovery services;			
	5. Production of motion picture, video and television programme, sound recording and music publishing;			
	6. Information services;			
	7. Tourism enterprise;			
	8. Building and landscape services;			
	9. Event management services;			
	10. Early childhood education;			
	11. Health support services;			
	12. Franchise;			
	13. Sale and repair of motor vehicles;			
	14. Private broadcasting services;			
	15. Driving school;			
	16. Veterinary services; and			
	17. Food and beverage services.	Employers with 30 Malaysian employees and above.		

DO YOU KNOW?

Under the Pembangunan Sumber Manusia Act, 2001, employers who are liable under the Act must register and pay the Human Resources Development levy at the rate of 1% of their employees monthly wages for the purpose of retraining & skills upgrading of their workforce.

For further information, please call PSMB Contact Centre at 1800 88 4800 or visit www.hrdf.com.my