



RESEARCH@UCSI

**CENTRE OF EXCELLENCE FOR
RESEARCH, VALUE INNOVATION
AND ENTREPRENEURSHIP**

**OFFICE OF
POSTGRADUATE STUDIES**



e-ISSN: 2710-7256

**Oct 2024
VOL.6 NO.5**

Institute of Music: Pioneering wind instruments and percussion studies in Malaysia and beyond

Introduction

The Institute of Music at UCSI University is aiming to become the pre-eminent hub for wind instruments and percussion studies in Malaysia and the broader region, providing a platform for nurturing young Malaysian talents and enhancing the musical landscape. As noted by well-known band director and historian Dr David Whitwell, individual wind instruments are still extant in specimens of actual instruments and cave paintings from the Upper Paleolithic Period (30,000 to 10,000 BC) and performances by ensembles of wind instruments are documented as part of daily life in the civilizations of Ancient Greece, Rome, the Near East, China and even before among the peoples of Ancient Egypt.

Focusing on innovation and community involvement, the Institute of Music has introduced signature events such as Single Reed Day, Brass Day, the upcoming Percussion Day and Wind Orchestra Festival. These events play a crucial role in enhancing awareness of these musical specialities and bridging the gap from secondary education to higher academic pursuits and professional careers in the music industry. The Institute of Music's dedication reaches beyond academic realms, aiming to revolutionise the musical landscape of Malaysia. Through these initiatives that facilitate collaborations between young musicians and renowned artists, the Institute actively fosters local talent in wind instruments and percussion while providing educational experiences that exceed traditional academic limits. Collaborative efforts with major orchestras and key industry players create vital networking paths that link educational achievements with professional environments. Additionally, the Institute's public performances and interactive engagements significantly heighten public interest and appreciation for these musical forms, thereby deepening Malaysia's cultural richness.

Celebrating musical excellence with Single Reed Day and Brass Day

Launched in early 2024 and set to occur annually, these events represent a collaboration between the Institute of Music and esteemed organisations, including the Malaysian Philharmonic Orchestra, the main wind instrument retailers in the region, and members of the National Symphony Orchestra Malaysia and Radio Television Orchestra Malaysia. These events have successfully drawn both aspiring musicians and seasoned professionals from approximately 29 different communities, schools or institutions, showcasing the burgeoning musical talent in Malaysia and providing enriching musical experiences.



Single Reed Day, held on January 21, 2024, was a welcoming event for clarinetists and saxophonists of all ages and abilities. The day was packed with educational activities such as masterclasses and workshops, including specialised sessions led by our own Assoc Prof Dr Low Chee Meng on saxophone reed and mouthpiece setup and the importance and beauty of chamber music and strategies for warming up and practicing presented by our clarinet instructor Julian Ong. Guest clarinetist Alex Tsok offered an advanced masterclass for clarinet participants, and the day was also packed with a recital performed by the artists and our own Dr Ho Su Han and a performance by the participants' Single Reed Choir, conducted by Cheryl Mah Yiing Chiau from the Institute of Music.



Brass Day, conducted on March 31, 2024, paralleled the structure and objectives of Single Reed Day. This event opened its doors to brass musicians from various backgrounds, offering masterclasses and workshops that culminated in a final performance by the combined Brass Choir, conducted by Assoc Prof Dr Low Chee Meng. This event not only deepened the participants' understanding of brass music but also provided a platform to introduce the newly appointed brass faculty at the Institute of Music, UCSI University.

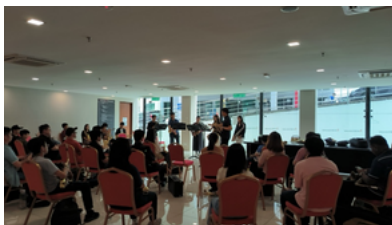


Both events saw significant participation from the music industry, showcasing a range of musical instruments and accessories. The Institute was delighted to collaborate with the Band Store, JS Music Distribution and Music Elements Singapore, which drew large crowds of event participants and members of the music community. These events do more than just provide educational and performance opportunities; they celebrate musical talent and act as crucial gateways to professional music careers. Through these initiatives, the Institute is pioneering the future of music education by integrating academic learning with practical industry exposure.

With its dedicated focus on wind instruments and percussion, the Institute of Music at UCSI University is not only solidifying its role as an educational leader but also enhancing Malaysia's cultural fabric by promoting the arts and supporting emerging talent. As events like Single Reed Day and Brass Day continue to grow, they are sure to attract an increasing number of participants, spectators, and partners, further cementing UCSI University as a key center of musical excellence in the region.

Institute of Music's Wind and Percussion Faculty

| | |
|----------------|---|
| Flute | Ho Chee Kiang |
| Clarinet | Julian Ong |
| Oboe | Nelson Wong (Principal oboe, National Symphony Orchestra Malaysia) |
| Bassoon | Midori Suzuki (National Symphony Orchestra Malaysia) |
| Saxophone | Assoc Prof Dr Low Chee Meng, Julian Chan, Eddy Lim You Cheng |
| Trumpet | John Bourque (Founding member, Malaysian Philharmonic Orchestra), Eddie Wen Keng Fong |
| Horn | Grzegorz Curyla (Principal horn, Malaysian Philharmonic Orchestra) |
| Trombone | Roger Chee Chow Ming (Radio Television Malaysia Orchestra) |
| Euphonium/Tuba | Tan Shun Zhong (Principal tubist, Malaysian Philharmonic Orchestra) |
| Percussion | Yap Siu Yan (Malaysian Philharmonic Orchestra) |



A Musical Journey in Northeastern China

Amanda Lee-Hing and Christine Tan

Introduction

On 13th December 2023, Asst Prof Dr Christine Tan from the Institute of Music partnering with Prof Dr Amanda Lee Hing, the assist Music Department Chair and prof of Piano at the Southwestern Assemblies of God University (SAGU), embarked on an extraordinary musical journey to Northeastern China in December 2023. They formed a dynamic duo that transcended borders, bringing together their expertise and passion for music.

Over the course of 12 days, they performed at Anshan Normal University, Northeast Normal University and Changchun University. In addition to the recitals at each university, they conducted several professional activities, including masterclasses, presentations on promoting UCSI University's Institute of Music and topics on piano pedagogy.

Their recital featured a diverse repertoire, including compositions by Mike Cornick, Astor Piazzolla and Dave Brubeck, showcasing their versatile musical abilities. They named the recital "The Art of Jazz Cuisine" to highlight the jazz elements present in all the pieces and to merge the experience of music with that of a formal Western meal. This approach allows the audience to enjoy a musical journey that transitions from light and easy pieces to more technically challenging works, mirroring the progression of a structured Western meal.

The recital began with a set of Latin Suite pieces composed by Mike Cornick, equivalent to the hors d'oeuvre and appetiser of the musical menu. Cornick is a renowned music educator whose compositions are featured in examination syllabi. He has long been celebrated as a master of what might once have been called "light music": easy-going, melodic pieces that seamlessly blend classical, jazz, and popular styles, making them equally accessible and enjoyable for both players and listeners.

Following the Cornick, the next item on their program was a set of tango music composed by Astor Piazzolla, titled Histoire du Tango. This set of tango pieces attempts to convey the history and evolution of the tango in four movements: Bordel 1900, Café 1930, Nightclub 1960, and Concert d'aujourd'hui (Modern-Day Concert) which blends different elements to create a rich and diverse musical experience.

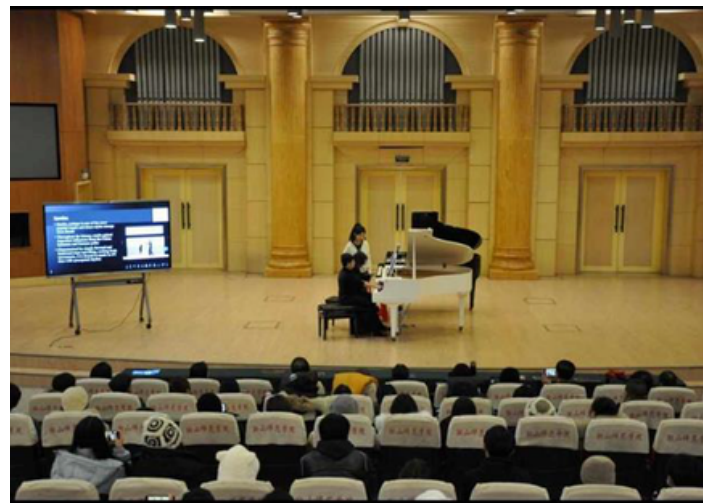


The main course of the musical menu featured: Points of Jazz by Dave Brubeck. This piece was the most challenging in their program, featuring a significant amount of syncopation to highlight the jazz groove between the pianists. Brubeck, an American jazz pianist and composer, is renowned as a leading figure in cool jazz. His music is characterised by its unusual time signatures and contrasting rhythms, meters and tonalities.

Alongside these performances, they presented several presentations on different topics with various titles such as “Preparing CV, Résumé, Cover Letter, Bio and Portfolio for Music Students”, “What to Expect When Studying Music Degrees outside of China” and “Professional Piano Teacher”.

In addition to recitals and presentations, Anshan Normal University held an official meeting with the University Party Committee Secretary and other academic leaders from the Music Department further to discuss collaboration with the UCSI University Institute of Music. One such collaboration involves a choir exchange where Asst Prof Terrence Ling, will lead a group of 40 students to Anshan Normal University from 23 to 31 May 2024.

This entire Northeastern China provided both Amanda and Christine with an opportunity for cultural exchange and collaboration with musicologists, pianists, and scholars. It served as a platform for mutual learning, fostering a deep sense of connection within the global music community. Through their activities—performances, presentations, masterclasses and cultural exchanges—they created a bridge that transcends boundaries, promoting understanding and appreciation of the rich tapestry of global musical traditions.



MOHE-MDEC GLOBAL OUTSOURCING TALENT



Batholullah Aziz (Bat) was based in Kuala Lumpur, Malaysia. with more than 10 years of experience in the graphic design industry, design education and training. Bat specialises in branding, packaging, photography, typography, social media, Ui/Ux and content creation. In addition to working in the industry, Bat is passionate about design and dedicated to creating visually stunning and effective designs for people.

Embarking Bootcamp with earning digital jobs

What is the MOHE-MDEC Global Outsourcing Talent (GOT) Programme?

MOHE-MDEC Global Outsourcing Talent (GOT) programme offers a seven-day intensive training to equip participants with the skills to become competitive digital freelancers (sharing and gig economy model).



The primary objective is to empower local talents in the freelancing world, enabling them to secure international jobs on digital platforms and earn a sustainable income.

From August 24 to 30, about 55 participants joined the bootcamp at UCSI University to upskill their talents and explore the international platform to get an international freelance job.

Three main popular workstreams were offered to the participants to choose from. These were the IT and Web Development, Social Media Manager and Creative Media workstreams.

The seven-day bootcamp not just focused on learning concepts but there were also a lot of fun activities that guided the participants in their chosen workstreams.

Using active building exercises, participants immersed themselves in a comprehensive learning experience that gave them workstream and digital freelance training. Through this, participants armed themselves with a comprehensive learning experience. Following the programme, participants successfully secured interviews with potential clients, marking the programme a success.

This milestone showcases the exceptional skills of the team, highlighting their parity with global counterparts. Armed with the right mindset and a well-structured training program, the GOT Bootcamp stands as a catalyst for cultivating highly skilled digital freelance professionals and fostering sustainable careers in freelancing for the future.



Two UCSI students have furthermore gone on to secure freelance jobs worth RM300 from the Freelancer.com platform. These students, Ya Hui Yee and Lim Xin Jie also won the best freelancer awards during the programme.



ICAD Stars Shine at MFMPA



Lucas Lim, Head of Events.

With a passion for creating unforgettable experiences and a keen eye for style, Lucas will continue to make indelible contributions to both the event management and fashion education realms.

De Institute of Creative Arts and Design (ICAD) is thrilled to announce the outstanding achievements of our students at the prestigious 4th Malaysia Fashion, Modelling and Pageant Awards (MFMPA). Hosted by Miss Malaysia Kebaya (MMK) and founded by Dar Jason Hee, this esteemed event, in collaboration with MOTAC and Finas, showcased the brightest talents in the fashion industry. The occasion was graced by the esteemed presence of YBhg Dato Dr Ammar Abd Ghapar, the director-general of tourism, who officiated this grand gathering.



Two of our talented students emerged as winners, leaving an indelible mark on the fashion landscape

Diploma in Fashion Design student Sam Ooi wins the Junior Young Fashion Designer Award

At just 20 years old, Sam Ooi June Lin has risen as a shining star in the fashion design realm. His unparalleled talent and creativity have captivated hearts and minds, showcasing a unique flair and originality that sets him apart. As a dedicated fashion design student at UCSI University, Sam's designs have garnered acclaim for their innovative approach, particularly highlighted in events like Vivo. His expertise in the exquisite crafting of wedding dresses has earned him widespread recognition, making him a deserving nominee for this prestigious award.



Bachelor of Fashion Design and Marketing student Andrew Charles wins the Junior Young Fashion Stylist Award

Andrew Charles stands as a beacon of talent and versatility, having honed his skills in corsetry and refined design aesthetics throughout his academic journey at ICAD. As the founder of his eponymous brand, Andrew extends his creativity as a freelance makeup artist and hairstylist, showcasing his mastery in crafting bespoke pieces. Beyond his contributions to design and beauty, Andrew's leadership roles in major fashion events like KLFW demonstrate his innovative prowess and make him a standout candidate for accolades in fashion design, makeup artistry, hairstyling and choreography.



These achievements underscore the excellence and diversity of talent nurtured at UCSI University - ICAD, reaffirming our commitment to shaping the future leaders of the fashion industry. We congratulate Sam Ooi and Andrew Charles on their remarkable successes and look forward to celebrating more milestones together.

"Rendang: A Culinary Heritage and Regional Diversity in Malaysia"



Nurul Hanis Mohd Fikri is a lecturer in culinary arts and pastry at the School of Hospitality and Tourism Management at UCSI Springhill University. She holds a Master's degree in Foodservice Management from Universiti Teknologi MARA (UiTM). She previously served as a research assistant at UiTM Shah Alam from 2019-2020 for a project titled "Profiling the Culinary Heritage of the Chetti Ethnic (Peranakan India) Malacca," funded by the Fundamental Research Grant Scheme (FRGS). The Journal of Ethnic Foods published her article "Exploring Culinary Heritage Practices Among the Younger Chetti Generations in Melaka" in 2021. She has expertise in both learning and practicing culinary arts and has conducted research on Peranakan cuisine in Malaysia, with a particular focus on the Peranakan Chetti community in Melaka.

RENDANG PROFILE

Malaysia asserts a unique culinary heritage landscape, deeply rooted in its Malay traditions, origins, cuisine and ingredients, reflecting its rich culture. The New Straits Times (2019) reported that the National Department of Heritage identified a list of 213 traditional foods in Malaysia just from 2009 to 2018. The National Heritage Act 2005 (Act 645) officially recognises Rendang, a traditional dish deeply rooted in the culinary heritage of both Malaysia and Indonesia, as part of Malaysia's food heritage. The name "Rendang" originates from the term "merandang," which dates back to the 15th century. "Merandang" refers to the cooking process, which involves slowly stirring the dish over a long period to achieve its rich and flavorful texture.

Originating from the Minangkabau ethnic group of Indonesia, rendang is a rich and flavorful stew dish, typically made with beef but variations include chicken, lamb or even vegetables. Rendang is renowned for its complex blend of spices, including ginger, turmeric, lemongrass, garlic and chillies, simmered with coconut milk until the meat becomes tender and deeply infused with the aromatic flavours. The slow cooking process allows the spices to meld together and cook slowly until the flesh is completely dry, creating a dish that is not only delicious but also has a long shelf life, making it a symbol of celebration and tradition in many Southeast Asian cultures. Eid al-Fitr, the Islamic holy day marking the end of Ramadan, traditionally serves rendang as one of the special dishes.

This festive dish holds a significant place in the celebrations, symbolising unity and cultural pride. Its rich flavor and time-honored preparation make it a cherished part of the feast, enjoyed by families and communities as they come together to celebrate this important occasion. Historical research reveals a strong connection between Minangkabau and Malay cultures, indicating the potential influence of foreign elements on Rendang's development. Research by Fadly Rahman in 2020 noted that the Portuguese also influenced the "merandang" preparation technique as a way to preserve food for extended periods. The flavor of Rendang is often spicy, depending on the number of chillies used in the recipe. It has a strong scent that can attract people from afar, and its color ranges from black to yellow.

DIVERSITY OF RENDANG VERSION

Rendang has several regional variations throughout Malaysia, each with its unique twist on this traditional dish. In the northern states, such as Kedah and Perlis, Rendang tends to be a bit drier, with the sauce cooked down until it clings to the meat. The East Coast states of Kelantan and Terengganu also have their renditions, often incorporating sweeter flavours and different spices reflecting the local palate. Each version of Rendang across Malaysia highlights the diversity of the country's culinary heritage, with variations in spice levels, consistency and flavour profiles. In contrast, the southern regions such as Negeri Sembilan often prepare the dish with a richer, more coconut milk-infused sauce, resulting in a creamier texture. West Sumatra significantly influenced Rendang, but Negeri Sembilan adapted its cooking process to suit local taste preferences. West Sumatran travellers allegedly brought Rendang to Negeri Sembilan during the Sultanate of Malacca. From a research by Indonesian author Fadly Rahman in 2020, he found that the Minangkabau people, who have a tight relationship with Negeri Sembilan, have contributed to both the intangible and tangible aspects of its heritage, including its food and culture.



Source: Ayomakan (2023) Merandang cooking process(left); Rendang Hitam(right)
<https://ayomakan.com/article/wajib-tahu-asal-usul-dan-filosofi-rendang>

In Negeri Sembilan, rendang is prepared in two distinct forms: 'Rendang Hitam', which is bold in colour and 'Rendang Cili Padi' or yellow rendang, which has a yellow hue. The sensory attributes of Rendang Negeri Sembilan are characterised by its spicy and fatty facets and distinctive yellowish or black texture and color. Bird's eye chillies, various fresh spices and aromatic herbs contribute to its spicy and robust taste, while these ingredients balance the fatty flavour from coconut milk. Additionally, locals associate the fragrant aroma of Rendang Negeri Sembilan with the substantial amount of coconut milk used in its preparation. Turmeric in the recipe contributes to the yellowish colour, while prolonged stirring during cooking results in the black colour.

RENDANG NEGERI SEMBILAN RECIPE

Discover the rich culinary tradition of Rendang Negeri Sembilan with this heritage recipe, which blends aromatic spices, tender beef and a unique cooking technique passed down through generations. The recipe below is gained from the elders (aunties) who has gained the traditional recipes from their ancestors (their grandmothers and great-grandmothers).



Source: Abdullah, F. (2021) Rendang Cili Padi/yellow rendang(left); Rendang served with lemang(right)
<https://www.instagram.com/p/CL0y1BBdDXM/?gsh=Y2cyem13bnk3MG4z>

Main ingredients:

Fresh whole chicken
 (cut into 12 pieces and cleaned)
 Concentrated coconut milk 500ml
 Toasted coconut paste 30gm
 Lemongrass (bruised) 2 stalks
 Salt to season

Rendang paste Ingredients:

Bird eye chillis 30 nos
 Shallots 6 nos
 Fresh turmeric (peeled) 15gm
 Fresh ginger 5gm
 Fresh galangal 3gm

REFERENCES

Rahman, F. Tracing the origins of rendang and its development. *J. Ethn. Food* 7, 28 (2020).
<https://doi.org/10.1186/s42779-020-00065-1>

Rahman, N.H.A., Farudz, B.Z.M., & Salwa, M.S.S. (2022). Exploring the Potential of Rendang To Be Promoted as The Local Food Heritage Product for Tourism in Negeri Sembilan.

Preparation of Ingredients:

1. Cut the chicken into desired sizes.
2. Grind the shallots, garlic, ginger and fresh turmeric until smooth.

Cooking the chicken:

1. Put the chicken in a large pan.
2. Add the ground ingredients and the bruised lemongrass to the pan with the chicken.
3. Turn on the heat to medium and let the chicken cook until the water released from the chicken reduces and dries up slightly.

Adding coconut milk:

4. Once the liquid from the chicken has almost dried up, add the coconut milk to the pan.
5. Increase the heat and bring the coconut milk to a boil.
6. Once it starts boiling, add salt to taste and stir well.

Adding kerisik:

7. Reduce the heat, then add the kerisik (toasted coconut paste) to the pan.
8. Stir well and cook on low heat.

Cooking until thickened:

9. Continue cooking the rendang on low heat until the sauce thickens and the chicken is fully cooked.

Serving:

10. Once the rendang reaches the desired thickness, remove it from the heat.
11. Ready to be served with hot rice or lemang.

TMA4ALL Malaysia 2024



A wide range of martial arts clubs across Malaysia came together to support the TMA4ALL event. The director of the Higher Education Internationalisation Division from the Ministry of Higher Education, Malaysia, YBhg. Dato' Haji Shushilil Azam bin Shuib and representatives from the Ministry of Tourism, Arts and Culture, Malaysia, YBhg. Dato' Mohd Yusri Bin Mohd Yusoff, attended the opening ceremony event. Their presence, along with other key stakeholders, was critical in promoting the TMA4ALL project and its message of inclusivity to a wider audience. Additionally, His Highness Tunku Zain Al-'Abidin ibni Tuanku Muhriz, the pro-chancellor of UCSI University was present during the TMA4ALL Festival.

The Inclusive Martial Arts Festival (IMAF) – Malaysia or Traditional Martial Arts For All (TMA4ALL) Malaysia was held from 18 to 27 August 2024, ahead of the European Week of Sport. This festival served as a platform to showcase how marginalised groups, including children with special needs, the elderly and practitioners from diverse martial arts styles such as Karate, Taekwondo, Nihon Taijitsu, Gatka and Silat can participate and excel in martial arts. A total of 300 participants attended the event in person. Participants included martial arts practitioners, coaches, cultural ambassadors, academics and representatives from local and international organisations promoting physical fitness, intercultural exchange and inclusive sports practices. The event also featured the participation of youth groups, community leaders and individuals advocating for accessible martial arts training for people with special needs.

Throughout the 10 days, the event aimed to disseminate the results of the TMA4ALL project and celebrate traditional martial arts as a tool for inclusion. The program featured numerous workshops, interactive sessions and presentations on martial arts' cultural and social significance. Key activities included demonstrations of traditional techniques, inclusive training workshops designed for participants with varying abilities and panels discussing the role of martial arts in fostering global understanding and inclusivity.

This event served as a platform for intercultural exchange, with participants from Asia, Europe and beyond engaging in discussions on preserving martial arts heritage and promoting inclusivity. The event culminated in a final discussion, where participants shared their insights on integrating the principles of inclusivity into their local practices, focusing on using martial arts as a means of social inclusion and community building.

TMA4ALL successfully demonstrated the global reach and impact of traditional martial arts as a form of physical exercise and a cultural bridge. As part of the event's closing, participants were encouraged to integrate the resources shared during the event into their practices, ensuring that martial arts remain accessible to all, irrespective of age, background or ability.

Project 101133802 — TMA4ALL



Co-funded by
the European Union





This grand kick-off set the stage for a dynamic festival, uniting martial arts practitioners, coaches, researchers, and community leaders from all over the world, both in-person and virtually. The ceremony highlighted the transformative power of martial arts for individuals of all backgrounds and abilities, fostering a shared experience of culture, community and empowerment.

This special event is dedicated to raising awareness and funds for the National Autism Society of Malaysia (NASOM), helping to provide vital services, education and care for individuals with autism. By blending the discipline and spirit of martial arts with charitable giving, Martial Hearts aimed to impact the lives of those in need, particularly individuals and families within the autism community.





Conclusion

IMAF-Malaysia successfully demonstrated how martial arts can be a powerful tool for inclusivity, bringing together people from various marginalised groups to participate and achieve together. The festival raised awareness of the TMA4ALL project and highlighted the importance of creating spaces where everyone, regardless of background or ability, can thrive in martial arts. The partnerships formed and the methodologies shared during the festival will have a lasting impact on promoting inclusive practices in sports across Europe and beyond.



This project was led by Prof Dr Richard Peter Bailey, with valuable support from his post-doctoral research fellow, Dr Nadia Samsudin. In addition, major events such as the opening ceremony, colloquium and festival were co-organised by the talented students of the SM346 Mass Communication Project class (May 2024 Semester) from the Mass Communication Department, also under the Faculty of Social Sciences and Liberal Arts (FOSSLA), supervised by Asst Prof Dr Vimala Govindasamy.

Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



Prof Dr Richard Peter Bailey, FRSA is the Deputy Dean at Faculty of Social Sciences and Liberal Arts, UCSI University, Malaysia. He has been a full Professor at several British universities and Head of Research at the global sports NGO in Berlin, Germany. He works at the interface between science and philosophy in relation to health and education and has carried out numerous projects in this area. Recent studies have investigated the physical and mental health outcomes of martial arts, the philosophical basis of existential psychiatry, and the 'Active Schools' concept of health-promotion.



Dr Nadia Samsudin is an accomplished academic and researcher at UCSI University, where she is making significant contributions to the fields of applied statistics and public health. With a deep specialisation in applied statistics, her work focuses on using quantitative methods to address pressing public health challenges. Currently serving as a post-doctoral research fellow in the Faculty of Social Sciences and Liberal Arts at UCSI University, Dr Nadia is involved in numerous interdisciplinary projects that bridge the gap between statistical analysis and real-world health outcomes. Her expertise extends beyond public health, as she has demonstrated versatility in applying her statistical knowledge to a variety of social science disciplines.



Asst Prof Dr Vimala Govindasamy is a distinguished expert in the field of communication, with an impressive academic background and a wealth of practical experience. She earned her PhD in Communication from the Amrita Vishwa Vidyapeetham in India, renowned for its cutting-edge research. In addition, Dr Vimala holds a Master of Corporate Communication and a Bachelor of Communication from Universiti Putra Malaysia (UPM), one of Malaysia's leading universities. Her extensive qualifications are further strengthened by a Diploma in Public Relations Executive from the prestigious Institute of Public Relations, equipping her with a strong foundation in both academic theory and hands-on industry practices. Dr Vimala's expertise and leadership have made her an influential figure in shaping future communication professionals, with her contributions making a lasting impact within the academic and professional arenas.

| No | Funding scheme | Submission closing date |
|----|---|-------------------------|
| 1 | LIF Global 2024 https://raeng.org.uk/programmes-and-prizes/programmes/international-programmes/leaders-in-innovation-fellowships/lif-programmes/lif-global | 16 October, 5PM BST |
| 2 | Global Funding for Rubber Innovation https://www.myrubbercouncil.com/globalrubberfund/index.php | Open year round |
| 3 | Industry Linkage Fund (ILF) https://www.myrubbercouncil.com/industrylinkagefund/ | Open year round |
| 4 | MOSTI Grants https://sdb.mosti.gov.my/sdbcms/ms/garispanduan/ | Open year round |

Please refer to your respective Head of Research for more information

Advisor

Distinguished Prof Dr Phang Siew Moi, FASc

Contact

Centre of Excellence for Research, Value Innovation and Entrepreneurship (CERVIE)

Floor 10, Block G, UCSI University,
No 1, Jalan UCSI, UCSI Heights
56000 Cheras, Kuala Lumpur, Malaysia

Tel: +603-9101 8880 (ext: 2256)

Website:

<https://www.ucsiuniversity.edu.my/research>

Editorial board

- Prof Dr Mandana Barkeshli
- Assoc Prof Dr Cheong Ku Wing
- Assoc Prof Dr Shayla Islam
- Asst Prof Dr Ku Faridah binti Ku Ibrahim
- Asst Prof Dr Rajat Subhra Chatterjee
- Asst Prof Dr Thung Wei Eng
- Asst Prof Ts Dr Nadzirah binti Zainordin
- Dr Wang Kang Han
- Ts Dr Vahid Khosravi
- Asst Prof Dr Ravishankar Ram Mani

If you have any comments on the published content or if you want to contribute to the forthcoming issues, please send them to the contacts listed above. The editors reserve the right to edit any articles for clarity and space before publication. Opinions and views expressed in this publication are not necessarily those of CERVIE, nor do acceptance and publication of articles imply their endorsement.

CERVIE neither endorses nor is responsible for the accuracy or reliability of any opinion, advice or statement published in this Newsletter. Under no circumstances is the publisher liable for any loss or damage caused by anyone's reliance on the advice, opinion or information obtained either explicitly or implicitly from the content of this publication.