

The Professional Lounge

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Knowledge for All

In a rapidly changing world, continuous learning equips individuals with the skills necessary to adapt to new environments. This adaptability is crucial for both personal success and organizational resilience.

In addition, access to knowledge empowers individuals to challenge existing norms and innovate solutions to problems, fostering a culture of curiosity and collaboration within organizations.

Hence, The Professional Lounge is produced as a platform for FABA academicians to democratize information and creates opportunities for learning within and across faculties and institutes.

FROM THE EDITORIAL TEAM

The Rise of AI in Malaysia: From Fiction to Reality



(Artificial Intelligence) has captivated me since childhood, sparked by films like *The Terminator*, where futuristic visions of robotics and intelligent machines took centre stage. What once seemed like science fiction is now gradually turning into reality as AI continues to evolve. My fascination deepened during my school years, particularly with Malaysia's Vision 2020, which depicted a world of robots and flying cars. In 1989, such concepts seemed distant, but as I transitioned into my professional career in research and consulting within the Aerospace and Defence industry, these ideas started to materialize. One prominent example was the development of AI-powered Unmanned Aerial Vehicles (UAVs), remotely controlled and operating with impressive autonomy, which mirroring the world of intelligent machines once seen in films.

In Malaysia, while AI adoption remains in its early stages, it is rapidly expanding across industries such as manufacturing, finance, and healthcare. Numerous Malaysian companies are making strides in this field, particularly in the semiconductor industry, which plays a critical role in powering AI technologies. AI adoption is especially strong in sectors like banking and financial services. CIMB Bank, has implemented AI-driven solutions to enhance fraud detection and improve customer service through chatbots, significantly reducing response times and operational costs. PETRONAS are also embracing AI, utilizing it for data-driven resource exploration, predictive maintenance, and improved operational efficiency. Other sectors, such as education, agriculture, and government services, are slowly integrating AI to optimize their operations.

In the retail sector, companies like Zalora use AI for personalized marketing and inventory management, optimizing stock levels with predictive analytics. Similarly, AirAsia employs AI to customize marketing campaigns, boosting customer engagement and loyalty. Malaysian accounting firms are also integrating AI to automate financial reporting and compliance, enhancing accuracy and efficiency. Firms like PwC Malaysia utilize AI for tax optimization, analysing regulations to provide strategic insights and maximize tax benefits. Overall, AI is driving efficiency, cutting costs, and improving decision-making across businesses and accounting practices.



WRITTEN BY:
NURIMAN BIN ABD
MALIK

The Malaysian AI market is experiencing significant growth, driven by strong government initiatives like the National AI Framework, which fosters digital transformation and encourages AI adoption across sectors to enhance efficiency and innovation. The push toward Industry 4.0 has further accelerated demand, as businesses and accounting practices seek AI solutions to streamline operations and reduce costs. However, challenges remain, particularly a shortage of skilled professionals capable of developing and managing AI technologies. In order to resolve this issue, various institutions introduced AI-related courses to bridge the talent gap. Data privacy and security concerns also pose challenges, given AI's reliance on vast amounts of data, making robust data protection measures and regulatory compliance critical for fostering trust.

Despite these hurdles, Malaysia's potential in AI remains immense. With strong government backing and growing awareness of AI's benefits, the country is well-positioned for significant innovation. The establishment of two data centres, including the Google's Data Centre at Elmina Business Park, Selangor, and the GDS International Nusajaya Data Centre, Johor, signals the country's commitment to advancing its technological infrastructure.

Furthermore, Malaysia's burgeoning tech ecosystem is driving collaborative innovations, as seen in CelcomDigi's recent launch of the AI Experience Centre (AiX) in Subang Jaya Hi-Tech Park, which combines AI with 5G technology, Extended Reality (XR), robotics, analytics, and the metaverse. Malaysia holds vast potential to lead Southeast Asia in AI adoption. Strategic investments in education.

Infrastructure, and innovation, alongside a commitment towards ethical AI governance, position the nation among future leaders in the global AI landscape. AI's integration with emerging technologies will continue to drive industry-wide innovation, creating opportunities for economic growth and societal advancement.

BOYCOTT

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A boycott involves a deliberate decision by individuals, groups, or organizations to abstain from using, buying, or dealing with goods and services from a particular company, country, or entity. This act is typically motivated by a desire to protest against certain practices or policies, or to coerce the target into changing its behavior.

Historical:

In the 1980 Moscow Olympic Games boycott, where 65 countries, including Malaysia, the United States, and Japan, withdrew from the games to protest the Soviet Union's invasion of Afghanistan.

Recent Issue:

The ongoing Israeli-Palestinian conflict, particularly the occupation of Palestine and attacks on Palestinians, has become a major global concern. This issue has deeply affected the Muslim community worldwide, leading to calls for boycotting products associated with Israel.

Impact Of Boycott in Malaysia Economy

The food and beverage subsector contributed 2.3% to GDP in 2023 and 2.4% in the first quarter of 2024, indicates that the boycott has less direct impact on the national economy. It is due to consumers have shifted to locally branded products, which has helped sustain domestic economic activity (Bernama, 2024). Boycott has affected the employment sector. For instance, closure of 100 Kentucky Fried Chicken (KFC) restaurants which caused about 1,000 workers to lose their jobs, created a significant impact on the community. The impact of such actions is hugely affecting the well-being of life and economic stability (Harian Metro, 2024).

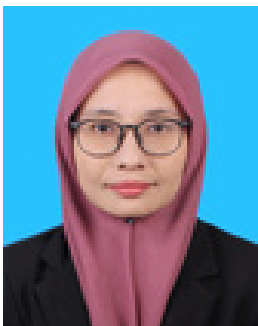
Conclusion

A boycott should be based on knowledge and understanding to be effective and ethical. Boycotts can have significant effects on communities, individual, and the broader economy. They raise consumer awareness regarding their impact on prices, product types, service quality. and the social responsibility of organizations. Boycotts highlight the power of consumer choices and their impact on domestic and global markets.



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WRITTEN BY:
DR. NOOR AIDA BINTI NOH

BUILDING A SUSTAINABLE FUTURE: ADVANCING QUALITY EDUCATION FOR ALL

Written By:
Suriza NoorFahmi Binti Hashim



In a world where sustainability is at the forefront of global concerns, the role of quality education becomes undeniably critical. As an educator, I have witnessed firsthand how the principles of sustainability can be integrated into learning environments to not only address environmental challenges but also to cultivate students' capacity to think critically, act responsibly, and become global citizens. My journey with this mission has been both enlightening and transformative, reinforcing the belief that quality education is key to a sustainable future.

The Challenge of Access

One of the main barriers I've observed in advancing sustainable education is the disparity in access. Teaching students from different economic and social backgrounds, I've seen how technology, resources, and educational opportunities are not equally distributed. Students from underprivileged areas often struggle with inadequate infrastructure, poor internet connectivity, and lack of learning materials, creating a gap between those who can thrive and those who are left behind. This reality became particularly stark during the COVID-19 pandemic when the shift to online learning highlighted the digital divide among students.

In my own classroom, it became apparent that some students could not access online classes or resources. I found myself adapting teaching strategies to ensure inclusivity, whether through providing printed materials for those without internet or scheduling phone calls to discuss coursework with students who lacked the devices for online learning. This experience deepened my understanding of the importance of equitable access as a cornerstone of quality education.

Quality Education as the Foundation of Sustainability

Education has the power to shape mindsets, influence behaviors, and drive societal change. In my experience, embedding sustainability into education is not just about addressing environmental concerns but about equipping students with the tools they need to navigate an increasingly complex world. By ensuring equitable access, innovating our teaching methods, leveraging technology, and fostering a global mindset, we can build a sustainable future where quality education is the foundation for a better tomorrow.

Every student, regardless of background, deserves the opportunity to engage with meaningful education that prepares them for the challenges of today and tomorrow. As educators, it is our responsibility to lead the way, empowering the next generation to become the changemakers the world needs. In this collective journey, every small step toward sustainability in education is a step toward a brighter, more equitable future.

Innovating for Sustainability

Quality education goes beyond delivering content; it's about preparing students for the world they will inherit. One of my key efforts in promoting sustainability has been integrating environmental and ethical topics into the curriculum. Whether teaching business ethics, child development, or language skills, I emphasize the interconnectedness of global issues such as climate change, ethical decision-making, and responsible consumption.

For instance, in a business ethics class, we explored case studies on companies that prioritize sustainable practices. We discussed how businesses can contribute to the environment while remaining profitable. The students were engaged in a role-playing activity, where they had to act as decision-makers in a company facing environmental challenges. This interactive session not only sparked creative solutions but also instilled a sense of responsibility toward the environment.

Fostering Global Citizens

The ultimate goal of sustainability in education is to cultivate students who are not just knowledgeable but also responsible, ethical, and empathetic toward the world around them. In my teaching experience, I have made a conscious effort to connect local issues to global contexts. Whether discussing environmental ethics, social justice, or economic inequality, I encourage students to think beyond their immediate surroundings and consider how their actions impact the world.



SEBINTAS CHARITY GOLF CHALLENGE

2024



UNIPUTRA GOLF CLUB, UPM

10 NOVEMBER 2024

SUNDAY 2.00PM



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