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From: Unit Komunikasi Korporat
Sent: Thursday, February 2, 2017 7:09 PM
To: UUM - All Staff; UUM - All Students; Staf - Pesara UUM
Subject: SOC Spreads Its Wings In The International Arena



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia



02 FEBRUARY 2017 / 05 JAMADILAWAL 1438H

"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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SOC SPREADS ITS WINGS IN THE INTERNATIONAL ARENA



UUM ONLINE: The School of Computing (SOC), Universiti Utara Malaysia (UUM), has ventured to expand its expertise into the international arena by engaging in collaborative research projects with Universitas Komputer Indonesia (UNIKOM) and Universitas Telkom (TELKOM), Indonesia.

The delegation of SOC researchers, comprising the Dean of the SOC-cum-Assistant Vice-Chancellor (PNC) of UUM CAS, Assoc. Prof. Dr. Huda Hj Ibrahim (Leader), Assoc. Prof. Dr Azman Yasin, Dr. Mazida Ahmad, and Dr. Mazni Omar, had a meeting with their counterparts from both universities in

Bandung, Indonesia, on 20 January 2017.

This research discussion was a follow-up meeting after the signing of the Memorandum of Agreement (MoA) entered into by UUM and UNIKOM, as well as TELKOM, in March 2016.

The arrival of the SOC delegation was warmly received by Prof. Dr. Aelina Surya, the representative of the Rector III of UNIKOM Student Affairs and Cooperation, and the UNIKOM researchers, namely, Dr. Herman S. Soegoto (Leader), Dr. Yeffry Handoko, Dr. Deden A. Wahab, Dr. Rahma Wahdiniwaty, and Dr. Yusrila Kerlooza.

The discussion focused primarily on the effective use of information and communication technology (ICT) among entrepreneurs of small and medium enterprises (SMEs) in Malaysia and Indonesia.

In addition, the researchers also discussed the 'big data' approach to analysing consumer behaviour when purchasing items on-line.

The researchers from the SOC subsequently held a discussion with TELKOM researchers, Dr. Gadang Ramantoko (Leader) and Herry Irawan.

This research is to be a comparative study that will examine the impact of information sharing through the use of the e-Procurement system among government agencies in both countries.

The one-day visit was fully utilised by the researchers from the SOC.

They discussed potential collaborative activities following on from the MoA in terms of research undertakings with Universitas Padjadjaran (UNPAD) and Universitas TELKOM. Apart from this, the discussion also touched on the planning of 'double degree' programmes as well as student and staff mobility programmes.

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