

From: UUM CORPORATE COMM.
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Subject: ECoFI Receives Allocation Worth Half Million For Covid-19 Impact Study



UUM Corporate Comm.
Universiti Utara Malaysia

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

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Pictures by ECoFI, SEFB



ECoFI RECEIVES ALLOCATION WORTH HALF MILLION FOR COVID-19 IMPACT STUDY

UUM ONLINE: To ascertain the impact of the COVID-19 pandemic on households and businesses in Kedah and Perlis, the Economic and Financial Policy Institute (ECoFI) under the auspices of the School of Economics, Finance and Banking (SEFB) has received an allocation of MYR500,000 from the Northern Corridor Implementation Authority (NCIA).

Head of research, Assoc. Prof. Dr. Shamzaeffa Samsudin said UUM had been appointed by NCIA to conduct research entitled, 'The Impact of COVID-19 Towards Households And Business In NCER (Kedah and Perlis)'.

According to her, the study would be divided into two main parts namely studying the of impact of COVID-19 on households which will be led by Assoc. Prof. Dr. Siti Nurazira Mohd Daud, and studying the impact of COVID-19 on businesses headed by Assoc. Prof. Dr. Mukaramah Harun.

According to her, the research conducted will be a collaborative joint venture with Uniutama Education and Consultancy Sdn. Bhd. (UECSB) and Universiti Sains Malaysia (USM). USM will conduct the similar studies in Penang and Perak.

"I fervently hope that the findings from this research can better help the authorities develop appropriate programmes for the community and business.

"It is my fervent hope that this opportunity will see that the bilateral relations between UUM and NCIA be further extended on a firm footing in the future for the well-being of the people in the northern zone," she said.

The research which commenced in October will last for three months until January 2021, will also be joined by 21 other researchers.



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