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Sent: Sunday, 10 May, 2020 1:52 PM
To: norazlinaabdjilil@gmail.com
Subject: Fw: CUIC Webinar Series: Up Close & Personal With Prof. Dato' (Dr.) Michael Tio Sharing Of Experience During MCO

Daripada: UUM CORPORATE COMM.

Dihantar: 17 April 2020 15:44

Kepada: UUM - All Staff; UUM - All Students

Subjek: CUIC Webinar Series: Up Close & Personal With Prof. Dato' (Dr.) Michael Tio Sharing Of Experience During MCO



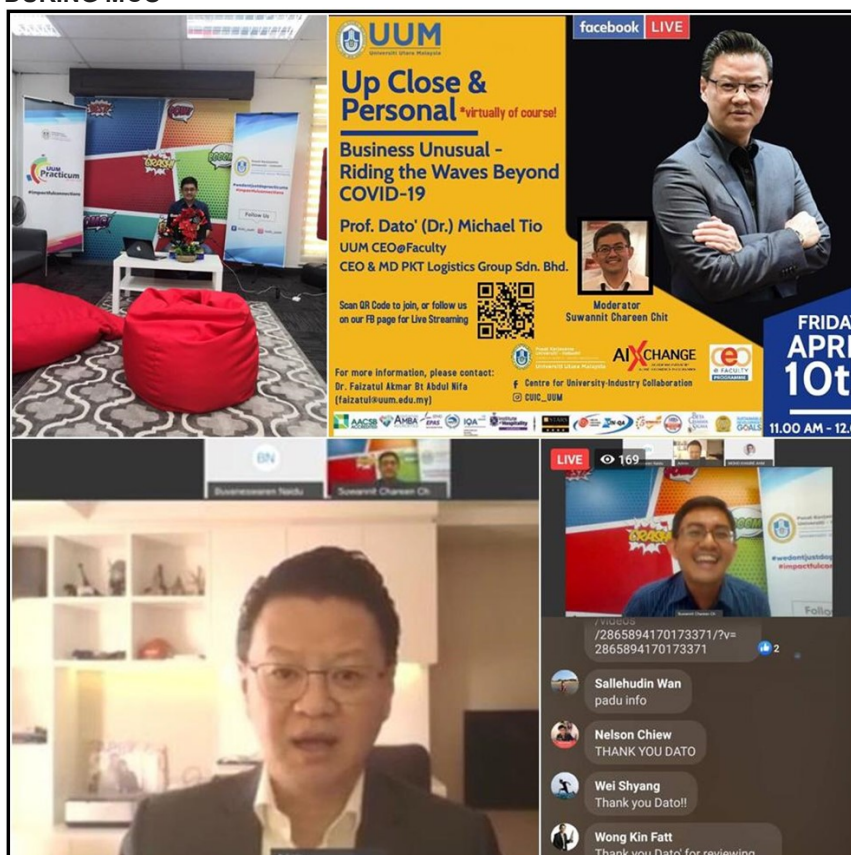
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17 APRIL 2020 / 23 SYAABAN 1441H

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Checked by Mahaliza Mahadhir (mahaliza@uum.edu.my)
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CUIC WEBINAR SERIES: UP CLOSE & PERSONAL WITH PROF. DATO' (DR.) MICHAEL TIO SHARING OF EXPERIENCE DURING MCO



UUM ONLINE: The Centre for University-Industry Collaboration (CUIC) had taken the initiative to connect the UUM campus community with the industry practitioners during the Movement Control Order (MCO) through its first ever Virtually Connected series, featuring UUM CEO@Faculty cum Adjunct Professor at the School of Technology Management and Logistics (STML), Prof. Dato' (Dr.) Michael Tio, the CEO and Managing Director of PKT Logistics Group.

The one-hour session was moderated by Mr. Suwannit Chareen Chit, the Head of Division, Community Engagement at CUIC which was broadcasted live from the CUIC Facebook page addressed issues related to how PKT Logistics Group and the industry reacted to the unprecedented situation in which had left businesses at a crossroads for survival.

The interactive live session which attracted approximately 2.8k views discussed PKT's experience in managing and maintaining the morale of their workforce, placing the safety and needs of the employees as their utmost priority as well as highlighting the importance of agility in business strategies.

During the live session, Prof. Dato' (Dr.) Michael Tio also stressed on how crucial it was for graduates to be proactive and equip themselves with the latest knowledge in tandem with the current demands of the industry prior to entering the job market even more so during these trying times.

Universities could expedite this process by forging close partnership with the industry and identifying knowledge components that were relevant as well as encouraging UUM students to explore fields related to data analytics, supply chain management and logistics to enhance their employability in the job market.

In discussing the future of logistics and warehousing industry, Prof. Dato' (Dr.) Michael Tio exemplified how challenges and tribulations due to Covid-19 pandemic had been converted into opportunities for improvement and expansion as demonstrated by PKT's move to collaborate with international investors which in turn revived more business activities locally.

He further reiterated that as businesses began to adapt and rely on IR 4.0 technologies to function, the current situation will be the new normal and this shift in paradigm will ensure the survival of the business community both in Malaysia and globally.

Director of CUIC UUM, Assoc. Prof. Dr. Marlin Marissa Malek stated that CUIC will bring in the industry to the UUM campus in a series of virtual sessions. This is to allow UUM denizens to be updated on current practices of the industry and learn from their vast experience in managing crisis particularly during challenging times, such as the Covid-19 pandemic.

The informative and insightful webinar session ended at 12pm after a Q&A session with UUM students and the viewers through the CUIC Facebook page.

Socially distanced yet virtually connected!



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