PRME REPORT 2019
Sharing Information on Progress (SIP)
Graduate School of Business (GSB)
Universiti Sains Malaysia (USM)
Renewal of Commitment to PRME

Professor Dr. Azlan Amran
Dean, Graduate School of Business
Universiti Sains Malaysia

This year GSB celebrates its 10th anniversary. Hence, this report represents an intimate partnership between GSB academics, students, industry and community in nurturing business sustainability. From the business world, we acknowledge our debt to GSB Industry and Community Panel Advisors, Dato’ T.T. Yew, Madam Rashidah Ibrahim, Dato’ Dr. Mohd Sofi Osman, Dr. Sazani Shafie, and Mr. Mohamed Ali Hajah Mydin for their support and enthusiasm. From the academic world, we also acknowledge our academic programme collaborators, University of Glasgow, Institut Teknologi Bandung and the Hong Kong Management Association (HKMA) for their trust in GSB.

GSB is oriented towards nurturing business sustainability. The values of sustainability and responsibility are translated into our learning, teaching and research. With the same intent, we strive to bring about meaningful social change both by way of our teaching and research activities. Six Principles for Responsible Management Education (PRME) is a catalyst through which continuous initiatives to nurture responsible and sustainable business are created.

In this Sharing Information on Progress (SIP) report, we are honoured to share our experiences in 2018 to 2019. In a similar vein, we are very pleased to formally renew our commitment to the Six Principles for Responsible Management Education (PRME) and strongly believe that this network has always supported our efforts in nurturing business sustainability.

We will continue to deepen our commitment to endorse the principles and rely on our vision and mission to steer us through our journey.

Sincerely,

Professor Dr. Azlan Amran
### Six Principles for Responsible Management Education (PRME)

<table>
<thead>
<tr>
<th>Principle 1</th>
<th>Purpose</th>
<th>We will develop the capabilities of students to be future generators of sustainable values for business and society at large and to work for an inclusive and sustainable global economy.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principle 2</td>
<td>Values</td>
<td>We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.</td>
</tr>
<tr>
<td>Principle 3</td>
<td>Method</td>
<td>We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.</td>
</tr>
<tr>
<td>Principle 4</td>
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<td>We will engage in conceptual and empirical research that advances our understanding of the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.</td>
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PRINCIPLE 1: Purpose

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A description of practical actions, achievements and objectives for future
We work together with our academics, students and partners in our efforts to nurture the capability of future generators of sustainability and responsibility values. This effort is made possible through building an ecosystem of education that upholds our vision and mission. Our aim is to chart their unique learning and knowledge accumulation with values that support inclusive and sustainable business practices with the purpose of promoting better and fairer government policies and accountable public institutions.

GSB Vision and Mission

VISION - TO BE A REPUTABLE BUSINESS SCHOOL FOR A SUSTAINABLE TOMORROW
Academically, our MBA, DBA and PhD programmes are highly ranked and accredited by independent bodies. As a testament to that, the number of our students has increased steadily over the years. Meanwhile, from the research perspective, our academics have published in top-tier journals in various fields of research and are regularly invited to speak at events to share their insights. Finally, from the perspective of industry, GSB academics have on many occasions served as consultants to various firms, both international and local. The high level of representation of students from industry also serves as an indication that our programmes are relevant to industry, and that the knowledge that we impart is current and practical.

MISSION - GSB STRIVES TO NURTURE RESPONSIBLE BUSINESS LEADERS WITH THE RELEVANT KNOWLEDGE AND SKILLS NEEDED TO DRIVE BUSINESS SUSTAINABILITY
GSB’s mission is to nurture business leaders that can promote the synergy between long term business growth and socio-environmental wellbeing. Our academic and executive programmes are the result of close engagement with industry. GSB has four industry and community advisory panels that are closely engaged with the School to make business sustainability more integral. Our valuable students are trained with necessary skills and exposed to the relevant knowledge in meeting the dynamic changes.
PRINCIPLE 2: Values

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A description of practical actions, achievements and objectives for the future

The essence of global social responsibility is paying attention to how we treat other human beings in our communities and businesses locally and globally. GSB believes that being socially responsible means making sure that what we do does not infringe on the rights and well-being of others. Moreover, we strive to go a step further and we intentionally create opportunities for people to benefit from our actions. Therefore, most of the curricular of our MBA and DBA programmes include several elements related to ethics, responsibility and sustainability in community and business.

In particular, courses such as Marketing Management (AGW618/ADW618), Seminar in Marketing and Global Business (AGW725), Business Issues and Sustainable Development (AGW624) and Business Ethics and Governance (AGC608) are created to nurture values of global social responsibility graduates. In fact, the values of global social responsibility are our way of doing things.

The followings are some of the community outreach programmes, industrial visits and academic activities related to nurturing social responsibility values:

- Community outreach programme at the St. Nicholas Home for the Visually Handicapped Penang
- Community outreach programme at Purple Republic USM for blood donation drive and health awareness event themed ‘Give the Gift of Life’
- Industrial visit to Butterfield (M) Sdn Bhd and local SME Jeruk Madu Pak Ali
- Inviting practitioners from industry to sensitize our students on the current business in a talk titled ‘Accounting in the World of Tomorrow’
- Donation to rebuild a local community house
- Connecting with children from an orphanage for a breaking-of-fast event during the fasting month of Ramadan

Over the next two years, our focus will be on strengthening ethics and sustainability strategy in teaching, research and engagement activities. Moreover, GSB is committed to nurturing responsible global business graduates via widening industry and community engagement connections.
Community engagement programmes and industrial visits incorporated into our courses
Community and industry engagement programmes and industrial visits incorporated into our courses
PRINCIPLE 3: Method

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<th>We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.</th>
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A description of practical actions, achievements and objectives for future

GSB continuously improves and creates educational frameworks, materials, processes and environments that enable effective learning experiences. GSB is scheduled for its curriculum review for DBA and MBA courses in 2019. The reason for the review is to realign our courses to ensure continuous relevance to the needs of businesses and society in the era of Industrial Revolution 4.0. The selected MBA courses involved are both core and elective, as follows.

<table>
<thead>
<tr>
<th>Course title</th>
<th>Course code</th>
<th>Category</th>
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<tbody>
<tr>
<td>Managing people and organisations</td>
<td>AGC/ADC601</td>
<td>Core</td>
</tr>
<tr>
<td>Marketing management</td>
<td>AGC/ADC602</td>
<td>Core</td>
</tr>
<tr>
<td>Technology and information management</td>
<td>AGC/ADC603</td>
<td>Core</td>
</tr>
<tr>
<td>Operations management</td>
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</tr>
<tr>
<td>Accounting for managers</td>
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<td>Core</td>
</tr>
<tr>
<td>Economics for business</td>
<td>AGC/ADC606</td>
<td>Core</td>
</tr>
<tr>
<td>Decision analysis</td>
<td>AGC/ADC607</td>
<td>Core</td>
</tr>
<tr>
<td>Entrepreneurship in global business</td>
<td>AGE/ADE616</td>
<td>Elective</td>
</tr>
<tr>
<td>Green business and performance assessment</td>
<td>AGE/ADE628</td>
<td>Elective</td>
</tr>
<tr>
<td>Productivity and quality management</td>
<td>AGE/ADE621</td>
<td>Elective</td>
</tr>
<tr>
<td>Business intelligence for service excellence</td>
<td>AGE/ADE623</td>
<td>Elective</td>
</tr>
<tr>
<td>International marketing</td>
<td>AGE/ADE617</td>
<td>Elective</td>
</tr>
<tr>
<td>Performance measurement</td>
<td>AGE/ADE612</td>
<td>Elective</td>
</tr>
<tr>
<td>Internal audit basics</td>
<td>AGE/ADE613</td>
<td>Elective</td>
</tr>
</tbody>
</table>

Process improvement
To ensure a seamless process and to enable effective learning, GSB has committed to develop an Academic Information System (AIS). This system will assist the academic staff in their teaching and also in their learning of administration and operations in addition to support the needs of Outcome-Based Education monitoring.

GSB launched a new MBA specialisation in innovation management. Now, students can obtain globally-recognised certifications from the Global Innovation Management Institute (GIMI), headquartered in Boston, USA. The GIMI methodology is also embedded in the MBA curriculum of other prestigious universities around the world such as Hult (USA), Yonsei (S. Korea), Toronto (Canada) and Trento (Italy), among others.

To support PhD and DBA learning, GSB is continuously holding business colloquia, seminars and talks, all of which serve as a platform to bring in different lecturers and industry practitioners, while also creating an environment of sharing. This is aimed at enabling effective learning experiences for responsible leadership.
Dr John Foster, Emeritus Fellow at Kingston Business School in London, spent his week in GSB delivering a series of presentations to staff and PhD students. Two of his talks were based on family firms and socially responsible management. He also delivered presentations on research methods as well as publishing papers in academic journals.
PRINCIPLE 4: Research

| Principle 4 | We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value. |

A description of practical actions, achievements and objectives for future

We believe that sustainable business is a role that companies play in our world. GSB understands that sustainable business has impacts on society and the environment – and vice-versa. In keeping with the mission to create sustainable social, environmental and economic value, our research is categorised in six different clusters, which are as follows:

1. Financial Research
2. Social Innovation
3. Global Strategy & Organisational Behaviour
4. Sustainability Accounting & Governance
5. Innovation in Operations Management
6. Marketing

Each research cluster is encouraged to focus its research endeavours towards sustainable and responsibility-related issues. The following are examples of GSB staff journal publications touching on various issues as highlighted in the six clusters:


Eu Chin Ong, Cheng Ling Tan & Azlan Amran (2018). The key is ownership of agility, *Strategic Direction*


M. Hong (2018). Which are more authentic? The conceptualisation of trust in Halal consumption, *ISI Proceeding of the International conference on Business Sustainability and Innovation*


Sook Fern Yeo, Cheng Ling Tan, Zoe Yee Choo (2018). Purchase Intention of Smart Wearable Technologies: A Study among University Students in Malaysia. *Local & Global Sustainability: Meeting the Challenges & Sharing the Solutions, 5*(9).


Over the next two years, our focus will be on emphasising on research on social responsibility and sustainability.
PRINCIPLE 5: Partnership

**We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.**

**A description of practical actions, achievements and objectives for future**

GSB facilitates and supports dialogue either on its own or through partnerships. The dialogue among educators, students, businesses, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability through various activities.

**Industrial and Community Advisory Panels (ICAP)**

GSB has four Industrial and Community Advisory Panels:

- Malaysian Chief Executive Officer (CEO) of Vaccines and Pharmaceuticals,
- Chairman of MIMOS Semiconductor Sdn. Bhd.
- Director of Broadcom Global Distribution
- CEO of Penang Skills Development Centre (PSDC)

The School also engages with various partners for programmes, including:

- Eastern Decorator Sdn Bhd for Executive Development Program
- First group of completed Mini-MBA Programme for First Solar (M) Sdn Bhd
- Executive Diploma for TEKUN Nasional, Malaysia
- MBA Executive for Flex Sdn Bhd (Flex Systems Penang)
- Mini-MBA for First Solar, Penang.
- MBA Asean
- MBA and MSc double degree programme with University of Glasgow, United Kingdom
- Academic collaboration for dual-degree programme with Institut Teknologi Bandung, Indonesia

Over the next two years, our focus will be on expanding our network and engaging in joint collaborations in line with the PRME values.
Our academic with MBA students at Institute Technology Bandung, Indonesia

Adjunct supervisors training for GSB academics for MSc Double Degree Programme with University of Glasgow

ITD World Mini MBA graduates

Our academic with GSB PhD students at Hong Kong Management Association, Hong Kong
PRINCIPLE 6: Dialogue

We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

A description of practical actions, achievements and objectives for future

GSB has been a strong advocate for the community to be actively involved in dialogue and collective efforts toward realising our mission to nurture sustainable and responsible business and leaders. Today, with the advent of Industrial Revolution 4.0, it is even more crucial that local knowledge content adds value to global solutions. In order to create the necessary shared value amongst stakeholders the following are some of the dialogues initiated:

- 1st International Conference on Business Sustainability and Innovation (ICBSI) 2018. A partnership program between Graduate School of Business, USM and University of Hull (UoH).
- Public talk for Nobel Laureate Professor Muhammad Yunus titled “A World with Three Zeros”. The talk was graced by the attendance of the USM Vice-Chancellor, Professor Datuk Dr Asma Ismail; the Mayor of Penang Island, Dato Ar Yew Tung Seang; all the corporate sponsors; and more than 450 participants from the academic field, corporate sector and the wider public.
- Up Your Game Conference 2018. A Singapore-based personal development company and Jit & Company Pte Ltd in collaboration with Graduate School of Business, Universiti Sains Malaysia, and Flex as its industry partners.
- Summer programme talk by Mr. Louis Ooi the Vice Chairman of Northern Region, Small and Medium Enterprises Association Malaysia (SAMENTA)
- Talk on ‘The importance of a healthy lifestyle and diet’ by Dr. M. Amir Shah, Consultant Oncologist at Gleneagles Hospital in Penang.

Over the next two years, we plan to organise regular discussions and dialogues for our students with educators, representatives from business and other stakeholders to debate issues regarding sustainability and social responsibility.
Professor Muhammad Yunus talk organised by GSB

Up your game conference

Our Executive Masters students of Flex LTD-Flex Systems Penang
In conclusion, the Graduate School of Business (GBS), USM, is committed to upholding the Principles for Responsible Management Education and will show solid commitment towards meeting and exceeding these principles.

For any inquiries regarding this report, please contact the Dean’s Office at:

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