

MIU HIVE

Your Campus. Your Paper.

We Got *Rhythm!*

BUMPER ISSUE

**A Day With The
Election Commission
of Malaysia.**

**The reality of “a picture is
worth a thousand words”**

**MIU’s biggest event
of the year - ICCI19**

MORTALITY CAN BE
PREDICTED FROM YOUR
BREATHE RATE

**EXPEDITION TO CASEY STATION,
ANTARTICA**

MBA industrial

visit to



**“Harnessing Creative
Thinking”**

**- Professor Emeritus Dr.
Barjayoi Bardai**

*Imaging your
world without
Civil Engineer*

On Sunday April 21, the Star newspaper reported and quoted Prime Minister Tun Dr Mahathir Mohamad's message on the Earth Day celebration. Dr Mahathir succinctly said; "Our effort to become a developed nation will be futile if all we can see are skyscrapers but our rivers are polluted, forests barren and the air we breathe is polluted."

His stern reminder is timely and apt due to the climatic change that has impacted the globe. Malaysia is without exception. For the past four months since January we have experienced a long hot dry spell due to the el-Nino phenomenon. The dry season has now affected the water shortage, especially for the inhabitants in Klang Valley.

Earth Day, which was first celebrated world-wide in the 1970s emphasises the importance for everyone to conserve the environment. However, over the years due to rapid industrial development, we have seen huge green areas in our beautiful country turned into massive housing estates, mostly of skyscrapers or factories.

The trend is alarming. We have no other choice but to ensure that the planet that we live in must be well-preserved and environmentally sustained. Again the Star newspaper of April 22 reported that Vietnam universities and schools have begun reducing plastic use. An announcement by the HCM City Open University on April 11 said it plans to stop providing single-use plastic water bottles for lecturers from May 15. The lecturers will use their own bottles to fill water provided in staff rooms. On May 5 the university will provide reusable water bottles to all lecturers and other staff.

Moreover, bottled water and single-use plastic glasses, dishes, straws and spoons will not be used at meetings, workshops or conferences. According to the university, it discards about 125,000 single-use plastic water bottles used in meetings and events every year.

If varsities or schools in Vietnam can adopt a Go-Green policy, why can't we in Malaysia do the same or have some courage to take a similar or even a better approach? MIU could do something to consider a Go-Green campaign in our majestic campus. A simple initiative like banning plastics or straws in the cafeteria could possibly launch our long-journey to preserve the environment.

We have to be proud of our campus. Ask any visitor, guest, friend or relative, they will certainly commend that Manipal International University (MIU) is a beautiful campus landscape surrounded by green lungs, a huge natural lake, full of zest, serenity and tranquility.

Many years back, Universiti Sains Malaysia (USM) in Pulau Pinang had taken the bold initiative to ban plastics on the campus, and it has shown a huge success. We have to create an ambience that our beautiful campus is environmental friendly, clean and a model of a Go-Green campus in Malaysia.

(Mohd. Shah Abdullah)



MIU
ICCI

International Conference
on Contemporary Issues

2019



MIU MANIPAL
INTERNATIONAL
UNIVERSITY



in collaboration with
SCHOOL OF MANAGEMENT
MANIPAL

(A constituent institution of MAHE, Manipal)

Presents

The 1st

International

CONFERENCE ON
Contemporary
Issues (ICCI)

27 and 28 March 2019

CHIEF GUEST

Hon. Charles Santiago Anthony s/o R. Santiago

Member of the Parliament of Malaysia, Klang Constituency, Selangor.
Chairman of the Water Commission

KEYNOTE SPEAKERS



MR. KHAIDIR ABDUL MAJID
Group Editor, Berita Harian



DR. R C NATARAJAN
Professor, MAHE,
Jaipur, India



PROF. BARJOYAI BARDAI
Professor,
University Tun Abdul Razak



DR. JASON FITZSIMMONS
Dean, MAHE,
Dubai, UAE



PROF. DATO' IR. DR. WAN HAMIDON WAN BADARUZZAMAN,
Faculty of Engineering UKM



PROF. DR. MADHU VEERARAGHAVAN
Director,
TAPMI, India



Researcher Awards
Price Money: **MYR 350**



Student Awards
Price Money: **MYR 200**



Platinum Sponsors
- T A Pai Management Institute (TAPMI)

Manipal International University in collaboration with the School of Management (now Manipal Institute of Management), MAHE, India, hosted its 1st International Conference in Contemporary Issues (ICCI'19) in Business, Education, Engineering, Media and Science on 27th and 28th of March 2019. The world being in state of continuous change poses the challenge of evolution and retention. This, needless to say is across all domains of development, be it Engineering, Media, Education, Business or Science to name a few. Sustainability strategies have become the *raison d'être* for existence and survival while striking a balance between investment, innovation and inflation. The urging need to raise the standards of the core deliverables whilst modernizing to cope with expectations of the community makes contemporary thinking imperative.

The conference brought together a conglomerate of thinkers, researchers and eminent speakers who presented, discussed and validated varying aspects of issues that were contemporary in nature in their respective domains. The university was host about 150 visitors over the two days that included 74 participants, 7 key note speakers, several invited guests and attendees. 42% of the participants hailed from outside Malaysia.

Hon. Charles Santiago Anthony s/o R. Santiago, Member of the Parliament of Malaysia, Klang Constituency, Selangor & Chairman of the Water Commission, SCAN, and Member: Democratic Action Party in the Pakatan Harapan Coalition inaugurated the conference delivered the inaugural address.

The conference received a host of sponsorship with the T A Pai Management Institute as it platinum sponsors and several co-sponsors. Emerald Publishing House and the Taylor University extended have supported ICCI 2019 as the publishing partners

The next edition of ICCI will be held in early quarter of 2020.

ENGINEERING STUDENT SHARED EXPERIENCE OF PRESENTING RESEARCH PAPER IN ICCI 2019

By Tineshnair Mogan

International Conference of Contemporary Issues 2019 (ICCI 2019) has seen so much research papers from academics and students. The event held on two days which was from 27th March 2019 till 28th March 2019. Besides that, a paper presented by a 22 year old girl in the engineering study field, Divya Dusanthran share a study that could help future natural environment by having naturally generated end-results. MIU Hive team has conducted a short interview with Divya about her study and her importance to the society and nations economy.

Q: Tell us about you and your background in Manipal International University?

A: I am Divya Dusanthran from Bachelor in Chemical Engineering. Currently I am doing my 7th semester on the programme.

Q: Can you tell us about your research paper title?

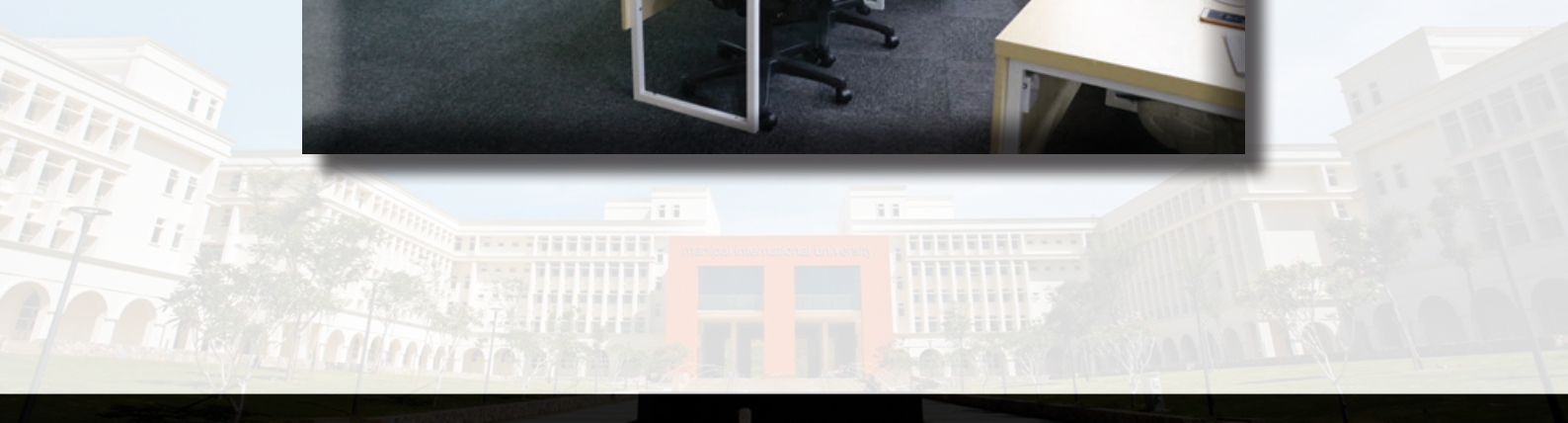
A: My research paper titled "Studies of Biodiesel from Rice Bran Oil using Base Catalyst and Diethyl Ether as Co-Solvent."

Q: How you got the idea of the paper or how you able to get presented in ICCI 2019?

A: To be honest for the question, I got to present on my senior's research study and it was a request from my lecturer that pursue me to do some "homeworks" and preparing materials for it.

Q: How was your feeling when you got to know that you are presenting in ICCI 2019?

A: I was super excited yet super nervous because it was my very first time in an international conference. I didn't participate to win the conference or be the best presenter but to gain experience out of it. It was one of the best day of my life. Genuinely speaking, I am hoping to present in other international conferences in the future.





Q: In your opinion, what type of beneficial aspect that your research paper could benefit in the terms of current society and economy?

A: World's dependency on conventional fossil fuel is increasing day by day that will lead to depletion of fossil fuel. So, biodiesel is an alternate biofuel and renewable source of energy that minimizes gas house emissions. So, it is environmentally friendly.

Q: Who is your guidance for your presentation for your presentation and describe about the person's way of guiding you towards the event presentation?

A: I would like to thank my programme lecturer, Dr Soundarajan Krishnan, who guided me till the end of the conference. He replied me to all my messages no matter how many questions I asked and corrected my mistakes though he has his own work load. I really have to thank him for giving me this opportunity. He never failed to motivate me to do better.

Q: What you have learned from ICCI 2019?

A: I learnt that there is much more new things that we can explore and make new innovations out of it. It ranges from producing things from bio-materials to save our environment, to invent facilities that help disabled people to live normal live, to create new innovations or improvise the already existing technologies that ease peoples' job and more. We must be open to all sorts of possibilities to innovate. It comes with creativity which is the key to all innovations.

Q: Do you experience interesting or awkward situations during ICCI 2019?

A: no awkward experiences. There is certainly an interesting experience where I got to witness many presenters present distinctive topics that are new and cool.

Q: What you expect for future conference events in Manipal International University (MIU)?

A: MIU should conduct more of such events. To raise the bar higher, MIU shall do it with bigger number of participants in the future.

Q: What you want to give as a word of advice for future presenters and academics in MIU for their career and academic paper presentations?

A: More students from MIU must participate in this event. Lecturers must encourage students to do so. With lecturers' guidance and motivations, students will be able to present much better. Research and Methodology subject have major contribution in this as it gives students exposure about how they can properly produce a research with a novelty that nobody has ever done before. Students must not take this subject for granted. Students will also get a chance to present their research paper by participating in upcoming conferences.

I was lucky enough to interview Professor Emeritus Dr. Barjayoi Bardai after his speech on “Harnessing creative resources in organisation and society as a catalyst to a rapid economic and societal development” during the first day of the ICCI 2019 held at MIU.

His speech enlightened how creative thinking is slowly being lost because the current education systems primarily promote logical thinking and very little creativity amongst its students. According to Professor Barjayoi, fresh graduates are the ones at most disadvantage especially when looking for jobs. Their prospective companies expect them to use both logical and creative thinking to solve problems, but they are only equipped with the former.

As for his venture into this field he said that he too had started out as a pure logical thinker due to his profession as an accountant but he had been fortunate enough to study under Edward de Bono which changed his perspective and helped him harness his own creative thinking. It is his belief that creative thinking is not a substitute for logical thinking rather it is a complement to logical thinking. It can be learned and polished regardless of age and we all need strive to spread the message of creative thinking so that it can benefit us and the society.

“ Harnessing Creative Thinking”

- Professor Emeritus Dr. Barjayoi Bardai



It was unforgettable days with an amazing people. Plus, it was going well because of the spectacular cooperation with many people. The conference were involving the management, the students and the lecturers to make the conference happen. There are also SRC (Student Representative Council) Committee and Media Team that are built to be a part of ICCI Conference.

International Conference on Contemporary Issues 2019 (ICCI 19) was going well in two days! It was happened on 27th and 28th March 2019. There are crowd of people at Manipal International University, Nilai. There are Vice Chancellor, Dr Franco Gandolfi, our special guests, and MIU people joined the ICCI Conference.

Ros, a student from Bachelor of International Business Administration (Hons). She is 21 years old and she is one of the volunteer in SRC Committee. This is her first time attending the conference. She wanted to be part of the conference because she took the opportunity to expose herself with new things and to learn something during the event. She also stated that the conference is informative and she said the conference was a success because of everyone were involving really worked so hard as a team.



**Inspiring event
with a great
people!**

By: Adriana Ameer

International Conference on Contemporary Issues 2019 or ICCI 2019 in short was held for two days from 27 March 2019 till 28 March 2019 in Manipal International University Nilai. The event started with opening ceremony and continues with presentations of papers by various lecturers and students from local and also from foreign countries.

"Mortality can be predicted from Your Breathe Rate" says Subba Rao.

By Tineshnair Mogan

The main countries involved in the event are India and Malaysia in order to have an academic relationship with foreign countries in education. Most of the students from MIU and also academics have participated in the conference.

The most shocking and also overwhelming research paper was presented by a 40 year old professor from Andhra Pradesh named Dr B.V. Subba Rao. The academic in Information Technology has presented his study paper, "An Innovative Life Measuring Application using IOT Technology" has rose up many questions among panels and audience as it is a new and unique study in this era of globalization.

"I got the idea of this research by studying many spiritual books and even interacted with several doctors. These initiatives have been taken before I start my application study," said Subba Rao. Subba Rao's application of mortality predicting device was a unique and questionable application development as it also faces few challenges on developing it.

Subba Rao expressed, "We started this project almost a year ago and we had few goals to achieve through the application. We able to achieved 70 percent of the project's goal and we have another 30 percent to be achieved with challenges. So, we received advises and information from doctors, biotechnologists and spiritual arose."



Evolving with Technology

Subba Rao also mentioned about the communication tool of technology that will be used for the application to work out. The technology that he spoke was amusing and it can be used as a mobile connecting application device. The embedding of technology resulted from the consultation of the advisors towards the project.

“In the next 8 months, the device can be finalised and commercialise in market where people can wear the device as a fashion pendent. At the same time, there will be applications developed compatible with IOS and Android phones. The scanning will be done and signals from the pendent that will give you a report about your breathing rates and your mortality,” said Subba Rao.

Besides that, Subba Rao shared about the Indian government support towards the project and its process of becoming a complete working device.

“Our idea is on presenting the project to the government of India and it took it positively. We also got pattern rights for the idea and also applied for grant approval. When we finish the final phase, we will have an invitation from government of India as we have to do another presentation to the experts for their approval in order to get a 1 crore Indian rupees of grant,” said Subba Rao.

Spiritual Following to Technological Entity

A question was asked, “Who is your role model or inspiration that led you to your application creation?” to Subba Rao and he explained on his way of living a spiritual live and following spiritual elements that leads his way to his project.

“My role models are the yogis from a famous spiritual place called Himalayas. They are living in the age 110 to 140 by practicing meditations. Breathing practices are common for yogis as they are over aged because they are practicing it regularly. It is also been proved scientifically and it can be commercialise into a new form of technological era.”

“I have the intention of bringing this spiritual content and studies into an application for a common human being to check and identify their mortality. Therefore, I have around 9 engineering students working with me by the guidance of spiritual people, biotechnologists and doctors,” said confidently by Subba rao.



The current term of Student Council consists of the following member:

President

Chong Yi Fei
Bachelor of Accounting

Vice President

Natasha Johari
Diploma in Business Administration

Secretary

Veshalny Murali
Bachelor of Chemical Engineering

Treasurer

Ahmad Sharqawwi Abd Kapor
Bachelor of Accounting

SOSE Representative

Kishen Praasad
Bachelor of Biotechnology

SOSE Representative

Archit Sharma
Bachelor of Mechanical Engineering

SRC 2018/19
Student
Council Update

SOMB Representative

Kelly Tafadzwa Jekera
Bachelor of Accounting

SOMB Representative

Praween Ramasendran
Bachelor of Accounting

We believe in serving the students with passion and love. You might not know us, or some of us, but we will ensure you to start knowing us from our actions. Our presence may not solve all of your problems, but will definitely improve your experience here in MIU.

*'For the students,
by the students'*

"A picture is worth a thousand words" is an English language idiom. A picture tells a story just as well as, if not better than, a lot of written words. This phrase emerged from United States in the early part of the 20th century. The phrase introduced and widely attributed to Frederick R. Barnard, who published a piece commending the effectiveness of graphics in advertising with the title "One look is worth a thousand words", in *Printer's Ink*, December 1921. A picture set out real value in using images to promote scientific content. Images help us learn, images grab attention, images explain tough concepts, and inspire. Images help us become involved. With images, we perceive the science, nature, artistic meaning, marketing, news, processes, emotions and in simple the world rather than standing on the outskirts.

The reality of "a picture is worth a thousand words"

The images help contribute to the storytelling process that can make the empathy more engaging. Presently, We live in an increasingly visual society. People remember only 10% of information they hear three days after hearing it, but they remember 65% of the information if it is accompanied by a relevant image, according to research by LifeLearn, an educational publisher and interactive digital media developer. This is what makes pictures so popular and our lives are now catalogued as a flood of images. Yet, the technological trend seems to be going immensed, in which photos are becoming commoditized at an alarming rate. Pictures are now cheap and disposable, which today's fastest growing digital photo technologies is now, pictures and meaning is meant to be ephemeral. The reality of a picture is worth a thousand words become more compelling for attention economy. and. Nearly 100 years after the time-worn adage about pictures being worth a thousand words got started, the maps moving forward to more alarming state of affairs in making sense of the world in the near future.

Footnote:

1.Terrar, D. (2018,Oct,13). A-picture-is-worth-a-thousand-words [meanings]. Retrieved from <https://www.phrases.org.uk>

2.Beckstead, L, Hayden, D, Schroeder, C. (2016, Aug,16). A Picture's Worth A Thousand Words...And Maybe More [oracle blog]. Retrieved from <https://www.forbes.com>



We Got Rhythm!

FIBs students had jointly host a fun filled event with theme 'We Got Rhythm' on 16th January 2019 at MPH @MIU. The participants had a great chance to showcase their hidden talents by participating in various musical performance.



Great students support for the event

Students showcase their dancing skills



ALWAYS good VIBES and FUN Energy!

The half day Departmental Level Poster Exhibition with the theme "Imaging your world without Civil Engineer" was hosted by Department of Civil Engineering on 21st February 2019. The event saw young Civil Engineer enthusiastic participants from the Diploma and Degree programs putting up their exhibits comprising of innovative working posters and research based Final Year Projects.

The programme was inaugurated by Assoc. Prof. Raghu Mysore, the Head of Civil Engineering Department. He was very impressed by the presentations and congratulated the participants.

"Imaging your world without Civil Engineer"



The exhibits by the students were indeed eye openers on various topics related to Green Environment, Innovation in Building Materials, Transportation Technology and Community Health & Environment.

With an endeavor to promote research attitude among budding young civil engineers, this exhibition was one of its kind. The students participated fully in the spirit of knowledge sharing and learning. In this Poster Day, all the participants were presented with mementos. All the visitors congratulated the students for their novel ideas which would help the world to become a much better place to live in.



MBA industrial visit to *Air Asia*

Manipal International University organized an industrial visit to Air Asia on the 1st of March 2019 to get firsthand experience, learning the ground operations at Air Asia. This is one of the effort by the university to enhance students' learning experience beyond the text book by engaging with the industry to apply the academic knowledge in the real world; what more having the rare opportunity to visit one of the most successful airline in the world from Malaysia.

The visit was part of the operations management and supply chain management modules' application of theories in practice. The visit was initiated by our own MBA student, Ms. Haslinda Abdul Rahman through her network at Air Asia. This is one of the core values that MIU inculcates in our students to develop networks in the industry.

Group Head of Ground Operations Air Asia, Mr. Kesavan Sivanandam gave a stimulating talk on Air Asia's operations on the ground. Students were awed by the enormous tasks that Air Asia undertakes to handle the airline's ground operations at such a magnitude, being the largest budget airline in Asia and one of the largest in the world. They managed to reflect the theories that they had learned in the operations and supply chain management modules. Time to put theory into practice indeed. The visit was accompanied by the module lecturer Associate Prof. Dr. Nurhizam Safie and Head of MBA program Assoc. Prof. Akbar Ali. Dean of School of Management and Business, Prof. Dr Seena Biju was very instrumental and supportive of this initiative as it provides a learning platform beyond the classroom.



A Day With The Election Commission of Malaysia.

On the 16th January 2019, the Diploma Student of School of Science and Engineering and School of Management and Business have organized a program for Pengajian Malaysia subject; in collaboration with the Election Commission of Malaysia and the MIU Student Affairs. The title for the event was 'A Day With the Election Commission of Malaysia'.

The program tentatively begun at 11.00 am with a booth designed for the registration of voters at the ground floor. There were also other activities such as the exhibitions by students and the Election Commission of Malaysia, survey about election process in Malaysia towards students and staff, a seminar by Madam Rafidah Binti Arshad and also a simulation of election process conducted by Madam Khadijah Ishak from Election Commission of Malaysia. The event was officially launched by the Deputy Vice Chancellor of MIU, Prof Dr Zanuldin Ahmad. The seminar contributed useful information to the attendees of the process of election in Malaysia. Students were also given the opportunities to become as a voter during simulation session and being exposed to the real situation of casting the votes during the election.

As the program edged towards the closing, the member from Election Commission of Malaysia moved on the final item that they had prepared for the day: A Kahoot Session! Students and lectures took part in this activity which consisted of 10 questions related to the topics that had been discussed. Prizes were given out to the top of three winners in this activity. Then, the Advisor of the Manipal International University, Prof Dr Sudhir Sengupta carried on with the closing ceremony and the presentation of the token of appreciation to all 11 members of the EC. The event was concluded with a photo session and was wrapped up with hi-tea for all of the VIP's.



This event would not have been a success if not for the sheer handwork and dedication paired by the student, the advisor, Miss Nurul Saadatun Nadiah Mohd Ngah, the parties concerned such as Election Commission of Malaysia, MIU Student Affairs, Vice Chancellor, Deputy Vice Chancellor, HODs and coordinators for given their respective approvals in order for us to carry on with this project. Special thanks to the MIU student Affairs for allocating us a certain sum of monetary value that has been of great use to us. We hope that this event had raised awareness among students about the importance to get involve in election; indirectly uphold the democracy process in Malaysia.



SERVING OUR WILD FRIENDS

BY STUDENTS OF FOUNDATION JULY 2018



On 14 January 2019, students of Foundation July 2018 served as volunteers at Zoo Negara, Malaysia and learned many new experiences while also realizing the importance of a Zoo. The program commenced at 6.30am; 36 students and a lecturer departed from Manipal International University and reached Zoo Negara at 8.15 am. At Zoo Negara, students were divided into several groups such as savannah, bear kingdom, birds, amphibians, reptiles, tiger and lions by the Zoo management in order to ensure the program runs smoothly.

To help bring humanity closer to our wild friends, we can volunteer as a zookeeper for a day at the zoo and grow familiar with them. Not only that, most of us did not know how zookeepers work with our wild friends every day. They serve them with love and care in addition to providing basic necessities such as food, water, shelter and most importantly maintaining their habitats. They have to ensure that every day shines bright on our wild friends, allowing them to wake up and run around their space even if they are in a closed area but at



the same time feeling comfortable and safe with us. That is the reason behind the Manipal International University student visit to volunteer as zookeepers for a day at Zoo Negara Malaysia.

The Foundation (July Intake) team worked with the zookeepers and this was a new experience for all of them because they had the opportunity to stand inside with our wild friends in their enclosures. Not knowing what was going to happen, most of them stood next to our wild friends whom sometimes did not seem so friendly all the time but thankfully nothing happened to anyone. There were many animals living in the zoo such as everyone's favourite jumping king, the kangaroo, the scary ones with sharp quills on their back, the porcupine, and everything in

between from the tallest giraffe to the shortest otter. There didn't seem to be an end to the amount of animals at the Zoo. As the team explored more and more of the zoo, we discovered newer animals. The team worked with the zookeepers during normal working hours i.e. from 8.00 am till 4.30 pm. The students were given tasks such as cleaning, feeding, chopping trees down among many more. It may sound tiring but it wasn't the case as all members of the team had each other's back whenever one needed a hand. The team ensured that they were safe all the time. Furthermore, the students were allowed to pet the animals and feed them with the food that was prepared with the guidance of the professional zookeepers.

The team was very glad even though the effects of day were visible on their faces and their backs. The team may have returned to their student's life but their hearts still live at the zoo with their wild friends.

A little message to those who reads this, "Never hurt animals and do not ever judge their needs". Animals have all the equal rights to live in this world. Moreover, you may try being a volunteer for the zoo one day and

you will know how great it is. They may be kept in a zoo but they are part of the family for the zookeepers and for many people out there who care for them. Spread love to the world and safeguard our gifts of wildlife with all our hearts and passion.



By:

Rishen Narayan Dev Balamurugan

Ms. Nurul Saadatun Nadiah Mohd Ngah

Organizational Culture and workplace

It was absolutely overwhelming for the employees of AirAsia when the CEO Mr. Tony Fernandez says the company is basically a 'dream factory' by deliberately striving to pursue each an employee's passion regardless of its nature or potential monetary benefit. Indeed, they have been practicing such a flat hierarchy where all employees are allowed to contact Mr. Tony directly to discuss their problems or to render ideas.

The 'smoke signal', a companywide ritual of fully paid BBQ party hosted monthly by a one of the Malaysia's fastest growing social news site called SAYS! Allows their staff to build a happy and fun filled work experience that translates into the higher productivity

The joyful celebration of each major festivals in MIU, indeed the one thing that highlights the strong believe in celebrating its' organizational diversity that unite all the staff and work as a family. MIU Family Run, the annual sports event for instance, signifies the versatility and adaptability of its' workforce at all levels

Employees who are working at these companies obviously feels a fulfilling career with immense growth opportunities, and most importantly, the fun filled working environment that shapes the overall culture of the entire organization. It is the Organizational culture (OC), a system of shared meaning that highly influences job satisfaction and work performance in the various organizational structures.

Does an organization encourage teamwork or individual achievement? Does it willing to take risks or keen in maintaining stability? Does it reward innovation or suppress initiative? These questions may answer the sort of prevailing characteristics of an organizational culture in an organization.



Organizational culture can have a significant influence on the attitudes and behaviors of organization members depending on its revealed culture, subcultures, strength, core values and the degree of formalization.

Although it was widely reckoned that a strong organizational culture provides stability to an organization but often it's 'not for everyone' and for some organizations, it can also be a major barrier to change. This was mainly due to the descriptive term of an organizational culture that often only concerns about how employees perceive that culture without a specific reference to their job satisfaction.

In the case of Private higher Education Institutions (PHEIs) in Malaysia, studies had argued that most of them can be generally considered 'hierarchical' or simply focuses on internal control that emphasis on rules, procedures, and stability. This was mainly due to its competitive need to provide efficient and exceptional consistent services, in order to stay relevant in the market place. They are also in need to stay in line with the regulatory requirements of Ministry of Higher Education (MOHE) and Malaysian Qualifications Agency (MQA) besides its complex nature of organizational systems and different interests of stakeholders.

Ironically, this seems to contradict to the strategic objectives of the most of PHEIs in Malaysia that emphasize the attributes of flexibility and market culture to some extent. This implies that most of the PHEIs to some extent possess a weaker organizational culture that could be a hindrance in achieving its' mission, goals, and strategic objectives especially in the ever increasing competitive marketplace. It is my impression that PHEIs in Malaysia can still be highly remain relevant and profitable in the dynamic marketplace should they develop an OC that embraces flexibility that nurtures innovation and team culture.



by:
SUBRAMANIAM. M
Program Coordinator
Foundation in Business (FIB)
School of Management and Business (SOMB)

The environmentally friendly machines are our future and a must for eco-friendly lifestyle. With world leaders carrying out conventions on green technology and how to curb the rising threat of global warming, the public anxiety about the phenomenon is at an all-time high. The green movement is in full operation from organic foods to energy-efficient appliances to greener cleaning products, eco-minded thinking when buying for the home is not just for environmental activists anymore. Environmentally friendly machines offer great solutions and encouraging developments in the high-tech sector.

Some of the common environmentally friendly machines that have already made their presence felt in the market are green computers, hybrid cars and green washing machines. It's about time everyone stood up and took notice of the abuzz in the world about the manmade rise of greenhouse gases. Eco-visionaries are already publishing information about the serious outcomes and encourage everybody to use environmentally friendly machines.

By now it's clear that if we want to live on a planet with clean water, fresh air and a diversity of plants and animals, we have to do everything we can to protect the Earth's health. Being environmentally friendly means having a lifestyle that helps the Earth more than you hurt it, and speaking up when you see the world around you being harmed.

These machines are progressively designed to minimize energy use and have less of an impact on the environment. This doesn't just mean they suck less juice out of electrical sockets, though. Truly green electronics also feature materials and use manufacturing processes that are less energy-intensive than traditional methods and even use renewable and natural materials when possible.

When consumers add up the cost savings they can reap when they buy more energy-efficient, greener consumer electronics, they realize it can be easier on the wallet to be green.



The Rise of Environmentally Friendly Machines

Being Women

International Women's Day is around the corner, 8 March 2019, making me reflect on some invaluable thoughts of fabulous women authors who brought such vitality to being women.

Today it is as the 18th century English writer Jane Austen had once said, "I hate to hear you talk about all women as if they were fine ladies instead of rational creatures. None of us want to be in calm waters all our lives." Indeed, women have questioned, analysed, argued and sprinted over barriers to stand beside their male counterparts in areas affecting them.

In their search of themselves, glass ceilings had to be broken. Britain's first woman Prime Minister Margaret Thatcher spoke on women's capability and ability when she certified, "If you want something said, ask a man; if you want something done, ask a woman." No wonder she was known as the Iron Lady for 11 years! The women of Malaysia have also seen the making of Dato' Seri Dr. Wan Azizah Wan Ismail as their first female Deputy Prime Minister. Once unthinkable!

Patience has always been their greatest virtue, but that patience can wear thin according to Rebecca West, "... I only know that people call me a feminist whenever I express sentiments that differentiate me from a doormat." Adding to that are the thoughts of French author Simone de Beauvoir who emboldens women: "I am too intelligent, too demanding, and too resourceful for anyone to be able to take charge of me entirely. No one knows me or loves me completely. I have only myself." American Author Maya Angelou seems to affirm it: "I am a feminist. I've been female for a long time now. It'd be stupid not to be on my own side." They give women the strength to appreciate and revel in their individuality.

The girl-child discovered the wonders of education, for as American author Betty Smith had so succinctly put it, "The world was hers for the reading." Realization

on being informative of the world makes women a force to be reckoned with. Over the years, the female folk have worked hard to that end, which brings me to a personal note. My maternal grandmother made sure my mother completed Year 8 before she got married. My mother made sure her daughters would be educated along with her sons. I graduated and became the first girl in my community to earn a master's degree. Amongst them, a College Principal asked my father if he could shake my hand. My daughters, in turn, have gone on to become one an accountant and the other a surgeon. They and their friends entered worlds once thought only to belong to sons.

Then there is Gloria Steinem, who once led and spoke for the American feminist movement in late 60s and early 70s. She made this startling statement on the benefits of education: "We are becoming the men we wanted to marry." Is it really startling? After all, are we not just setting standards on how we want to and should be treated? We want to be as British author Caitlin Moran effectively worded, "... that what I really want to be, all told, is a human. Just a productive, honest, courteously treated human." How this is viewed can be understood through this thought, "Feminism is the radical notion that women are human beings" put forward by Cheri Kramarae, a scholar of women's studies and communication.

Today's #MeToo Movement, started by Tarana Burke in 2006 and encouraged by actress Alyssa Milano, has begun the untangling of an unspoken dark area, long traumatizing women. Whither it goes will depend much on how carefully women nurture this "empowerment through empathy" campaign. No longer wanting to be seen as doormats but as intelligent and resourceful human beings, women in their earthy wisdom know that "Change happens very slow and very sudden," (American writer Dorothy Bryant). Therefore, being patient brings rewards while being surprised is contagious.

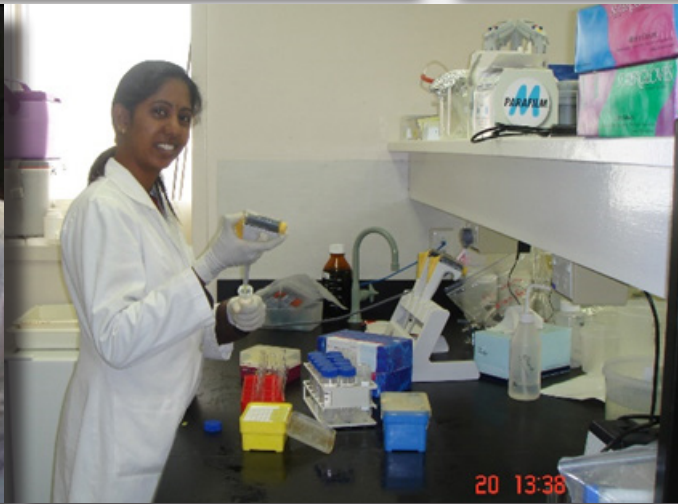
By Indra Mohini

Expedition to Casey Station, Antarctica

During my first year of postgraduate studies in University of Malaya (UM), I got a great opportunity to travel to a place where few people in the world dared to visit. Antarctica known as the place of many mysteries. My journey to this enigmatic place was a result of research collaboration between UM and University of Tasmania under the Australian Antarctic Division (AAD). Lecturer, Dr. Ng Kim Yeong from the Malaysian University of Science and Technology (MUST) and myself were selected for this project.

Initially, my parents were very reluctant to let me go as they were very worried about my survival in the extreme cold conditions of Antarctica. Even my niece was kept asking me, “Are you going to stay in an igloo??” I was clueless. Finally, I managed to convince them.

Our adventurous expedition started on 12th October 2006, during the summer season. (In the southern hemisphere, summer comes at the end of the year with 20 hours of daylight). AAD was committed in ensuring that all those travelling to Antarctica were well prepared with the knowledge and skills they required to stay safe, do their job well, contribute to the program, maintain the safety and well-being of others and protect the environment. Therefore, a field training was conducted which includes quad bike use, handling of clothing kit and field equipment, field trip procedures, survival techniques, self-rescue, safety, sea ice travel, glacier travel, crevasse rescue environmental responsibilities and GPS navigation.



On 12th October, we sailed by Aurora Australis an ice breaker ship, 25 expeditioners which included 15 scientists from Hobart, Australia. It took 12 days for the voyage to reach the base. Although I was extremely excited to be part of the expedition, where it was first trip away from family, first trip on a plane and first trip on ship, everything was a novel experience. However, I was terribly ill with sea sickness especially during the southern ocean crossing, one of the roughest bodies of water in the world. The waves were very high and rough as I can feel the ship is angled at 90 degrees. Though I was far away from family, Deepavali for that particular year was an unforgettable one as I celebrated with my fellow expeditioners in the ship and as I was the youngest expeditioner, they took real good care of me. My sickness magically disappeared once my feet touched the base camp, which revealed itself as a pure white icy surface. When the ship was approximately 1 KM away, the ice breaker ship unable to break the ice and we had to flown by helicopter to the base. That was again a most exciting moment...

ACHIEVEMENTS

The project that we worked on was Project 2779: Response of Sea ice Algae towards Oxidative Stress around Casey Station, Antarctica. Antarctic sea ice is the sea ice of the Southern Ocean. It is a frozen seawater that is usually less than a few meters thick. It plays a crucial and highly dynamic and variable role in the global climate system and the life cycles of high-latitude marine organisms. Sea ice is the dominant feature of polar oceans and contains significant quantities of microalgae.



As water and air temperatures rise each summer near the Poles, some sea ice melts. Differences in geography and climate cause Antarctic sea ice to melt more completely in the summer. During this time, excess photosynthetically active radiation and Ultraviolet radiation (UVR) can be dangerous to sea ice algae. When sea ice forms and melts, the microalgal cells within the ice matrix are exposed to altered salinity and irradiance conditions, and subsequently, their photosynthetic apparatuses become stressed. Microbial communities inhabiting sea ice ecosystems contribute to about 10–50% of the annual primary production of polar seas, supporting

overwintering zooplankton species. There is mounting evidence that loss of sea ice has affected multiple levels of the marine food web in a complex fashion and has triggered cascading effects. Therefore, objective of this project was to determine the oxidative stress of the sea ice algae during summer exposure and photosynthetic rate of the algae

Two ice cores were required each day and these were obtained by drilling to within 300 mm of the ice/water interface using a V corer to extract the last section of ice from



the bottom of each hole. Then each core was immediately transferred Then THEN each core was immediately transferred to a black polythene bag to protect the algae from light shock and transported a short distance to the field laboratory inside a cool box. Oxidative stress level of the sea ice algae measured using α,α -diphenyl- β -picrylhydrazyl (DPPH) free radical scavenging and Superoxide Dismutase (SOD) assay. In situ water Pulse Amplitude Modulation (PAM) Fluorometry device was used to investigate photosynthetic activity of sea ice algae. The obtained results were really promising where the first part of the research outcome was presented at Research, Invention & Innovation Expo, 2007, University of Malaya and won gold medal for it...

I represented the Malaysian Antarctic Research Centre to present oral presentation at SCAR International Open Science Conference in St. Petersburg, Russia to present the research outcome.

*A book entitled Antarctica- Malaysia Journey to the Ice was launched by our Prime Minister Tun Dr. Mahathir Muhammad at UM on 6th February 2013
By Shamala Marimuthu.*