

# ENTERPRISE

DEPARTMENT OF BUSINESS MANAGEMENT, FPTP  
UNIVERSITI TUN HUSSEIN ONN MALAYSIA



## Towards Digital Green Supply Chain Readiness

In recent years, businesses have been confronted by emerging environmental issues and problems of resource use. Malaysia also has to deal with many environmental and consumption problems related to increasing economic development as it transitions to a developed and industrialised nation in the Asia-Pacific region. Since the Malaysian manufacturing sector continuously has been a significant driving force for the highly developed economy, financial and non-financial benefits have to be tracked urgently. Therefore, environmental practices such as green supply chain management (GSCM) are beneficial for these business organisations to adopt in order to attain greener operations.

The primary aim of GSCM is to reduce adverse environmental effects such as deforestation, excessive resource use and inappropriate product disposal. The implementation of GSCM will meet the growing demand on the environment from different parties concerned, such as businesses, consumers, local communities and even the Government. GSCM also will potentially be converted into greater market share and profitability. Several studies found GSCM is still in the early learning stage of corporate environmental policies and activities in Malaysian manufacturing sectors. But the unexpected arrival of the Industrial Revolution 4.0 in Malaysia may also have a larger effect on the life of GSCM in Malaysia. Increased responses and calls for accountability were affected by the growth of the Industrial Revolution 4.0. The introduction, by improving access and lowering prices, improving product quality, and responsiveness and communication skills in new technologies, would create a sustainable competitive edge for firms.

Today, the company is getting more modern, complex and competitive. The marketplace is getting fiercer with businesses from least developed countries. As a result, businesses are conquering the marketplace and can easily and efficiently produce new goods and services. The introduction of digital technologies into the enterprise and outside of the organisation was essential at the beginning of the Industrial Revolution 4.0 and brought great challenges for the supply chain management. Digital technology incorporation will allow businesses to innovate new goods and services more easily and cheaply to meet consumer demand, public policy and suppliers. In National Policy on industry 4.0, the Government has pursued an intelligent, systemic and resilient transformation of Malaysia's manufacturing industry and related services. In line with the industrial revolution 4.0, the purpose of this strategy was to change operations, processes and supply chain management.

Supply chain management (SCM) is also an important area for advancement in digital technologies. The conventional supply chain relies on managers and the demanding connectivity between distribution vendors, manufacturers and consumers are



**Dr. Noor Aslinda  
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Lecturer, Department of  
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moved from digitalisation to exchanging confidential knowledge by broad thinking through supply chain networks. Also, the processing sector must contend with the lack of an organised and automated approach to data collection in production and supply chain, in tandem with the need for Industrial Revolution 4.0. Therefore, it seemed important to integrate the cyber-physical infrastructure aspect or, in short, the digital technology into the networks, communication and consumer demands of their companies in the form of supply chain management.

Digital technology will provide major business and supply chain practices with opportunities. Digital technology's great importance in growing the company's development and management support structure makes more businesses start to digitise. Nevertheless, digital innovations require a comprehensive understanding of its effect and benefits on business in the existing supply chain, especially in green supply chain management. The integration of digital technology into the green supply chain can create the term of the digital green supply chain. There is also no research on the effect of new technologies on different aspects of GSCM. The digitalisation of the supply chain would offer solutions to severe supply chain problems. It was noted, however, introducing realistic steps to meet the digitalisation goal level is still a challenging issue. Moreover, the other problems facing businesses are to build technology-integrated supply chains for fast demand and to foresee the job mostly performed by human beings to be caused by a robot or machine.

There is still a gap to fill in the situation and provide feedback to the government in improving the National Industry 4.0 policy framework. Accordingly, in response to the government's call and in the application of a new industrial revolution, it can be suggested that it can be started with the first step as the manufacturers' involvement in developing their supply chains assessment. With a valuation based on the available digital green supply chain readiness model, it will provide a clear picture of the current position of the company and show the company's availability to acquire new and important technologies. Due that, it will provide valuable input to the government in improving the national policy framework of the 4.0 industry. With the information of company's position of green supply chain practices, it will help not only the government but also help the companies to formulate their strategic business and operation planning in line with the government policies. Towards the developing digital green supply readiness model, there is a need to identify potential drivers that may influence manufacturing companies to start embark.

## Organization Transition Change Management



**Mr. Nazarudin  
bin Bujang**

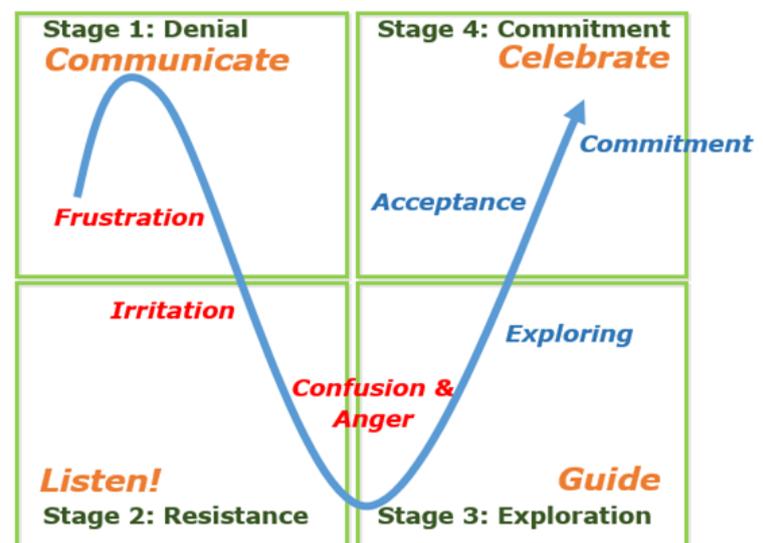
Lecturer, Department of  
Business Management,  
FPTP

I was personally involved in the organization transition back in 2012 while working in a multi-national company at Kulim Hi-Tech Park. The business was challenging at that time and our main competitor was eating up the market share. The management of the company decided to drive worldwide corporate restructuring program to improve organization efficiency and competitiveness. A tough decision was made to shut down the factory in Puerto Rico. I was really in a difficult situation when the General Manager assigned me to lead a team to transfer products and production equipment from Puerto Rico to Kulim. After the closed down announcement, employees of Puerto Rico site was in the state of anxiety, fear, resentment, anger and uncertainty. All of these emotions are typical during organization change and transition. My team and I went to Puerto Rico with a mixed feeling of nervousness, uncertainty and worry about our safety and transfer process. As expected, the first words came out from them during first transfer meeting was..." because of you we lose our job". As the leader of the team, I had to calm them down and emphasized that the top management decision is not within our control and influence. We are just doing our job, and if given a choice, we do not want to be here and take your job and equipment. So why people behave this way? The answer is because people have real things at stake such as professional identity, job and income loss, working relationships, security and self-esteem.

At the same time, the organization in Kulim was also going through a transition from high volume manufacturing operation to low volume-high mix-manufacturing operation. Hence, some products will be transferred to outsource factory in China and a large number of employees will be relocated to other departments. Proper organization transition could help employees to cope up with these situations. Transition is the personal process people go through in coming to terms with a new situation. A manager could play a significant role in helping employees going through a transition. Allow employees to vent their frustration, anger or depression. Be tolerant of these displays even when they are directed at the manager. A manager/ Managers should not engulf in arguments as to why the employee needs to change, but instead accept the venting as part of the healing process and listen to with true compassion. Managers are expected to support employees to create role clarity for themselves. Assist them in figuring out what the top priorities are and what they need to do to support these. In a nutshell, clear up the "unknowns" as much as possible. During these uncertain times, managers are encouraged to take time to explain your expectations and help employees identify the steps needed to meet those expectations. Even the most skilled or

experienced employees may need help redefining their jobs. Furthermore, managers must allocate time and focus on delivering timely and optimum communication to all employees involved during the organization transition.

### PHASES OF TRANSITION CHANGE MANAGEMENT



Listed below are the recommended tips for managers to follow during organization transition management:

#### **Build trust and respect**

Leaders need to speak honestly and respectfully, keep promises, and help others understand the decision-making process.

#### **Support teamwork and relationships**

Build teams & collaboration. Help create a sense of meaning, engagement, and connection between teams and individuals.

#### **Paint the big picture**

"Sell the problems" that are behind all the changes. Educate everyone about the business. Help individuals connect what they do to the big picture.

#### **Forge links between efforts**

Develop coordination plans highlighting the interdependencies of each change effort and how they will stay in touch with each other

### 3 Things I Learned From My MBA Journey

Wan Muhammad Idham bin Wan Mahdi

MBA UTHM Graduate – Cohort 3

Former Engineer and Junior Manager

Post-Graduate Researcher in the Faculty of Technology  
Management and Business

It is hard to believe that it has been three years since I graduated as an MBA student. Let me set out three things I learned from the journey;

#### **The power of knowledge**

Knowledge is power –an educated person has full control of his life depending on his knowledge. And yes, MBA has given me good practical and theoretical knowledge – interpreting financial statements, understanding how the organisations behave, strategic thinking, creating product design and development plans, operations management and advancing technopreneurship, to mention a few. Thanks to early exposure knowledge I learned from MBA classes, I can quickly adapt to the working environment and cope with the challenges. Also, the conducive learning environment is always available during MBA classes to maximise the learning curve and foster the skills. In MBA classes, I have also learned managerial-business-related fields that help me understand the ecosystem in the business world. Their way of thinking and problem solving are unique, and I managed to work in a diversified environment. This experience helps me in my working life, especially when I need to communicate with different workers and engage with people from many sections such as contractors, suppliers, and customers for several occasions. The job scopes for me were either to solve production issues, received complaints, and coordinate the working process. The knowledge helps me to excel more in various disciplines during my career-life.

#### **Involve diversifies of people's background, knowledge, and perspective.**

I am so lucky to be in the same batch with an agriculture-based government agency manager, Nasi Arab shop owner, cafeteria operator, administrative officer in a private hospital, and fresh graduates from various educational backgrounds, from local and international. With the diverse background of colleagues and lecturers, I learn to view certain issues from various perspective.

#### **Build deep, kin-like relationships of trust.**

MBA classes are different from degree classes. The size of the MBA class is usually small; during my time, it was less than 25 people. Because of this small circle of classmates, it creates strong bonding and trust among us. We learn that relationships are the foundation of life, depending on the purpose and the ability to bring about sustainability and integrate change through

a network that maintains the connection over time. And here I proud to say that up until today, we still keep in touch with each other. Sometimes I seek their advice and guidance. The same principle also applies to work. Working is not just getting all the key performance indicators (KPIs) achieved, but developing a mutual understanding and trust is more important to ensure the organisation objectives are purposely fit.



If I can turn back time to my younger self (though I can't!), I think my choice will still be the same; enroll into the MBA program. Because all I can say is, my MBA experiences were truly amazing and will certainly be one of the cherished periods in my life. I had the opportunities to meet and interact with people from all over the faculties and community, develop a close circle of friends hailing from different countries, and learn many important subjects for any managers in the world to know. So, to all current students of MBA UTHM, good luck and enjoy during your MBA journey.

# MBA Industrial Talk Series 2020 Marketing for Technology Products - 13 December 2020 -

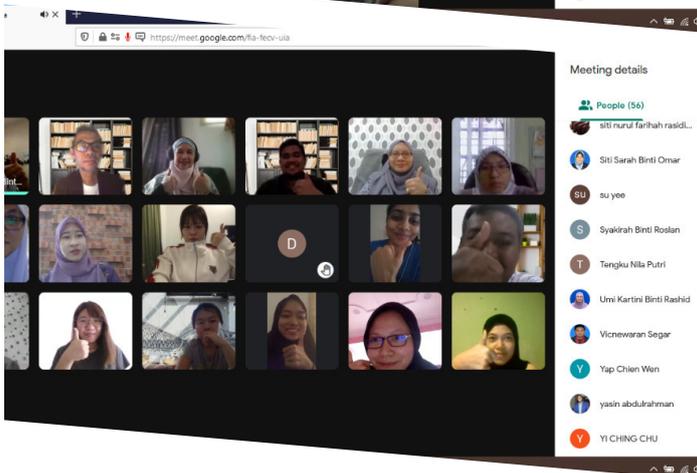
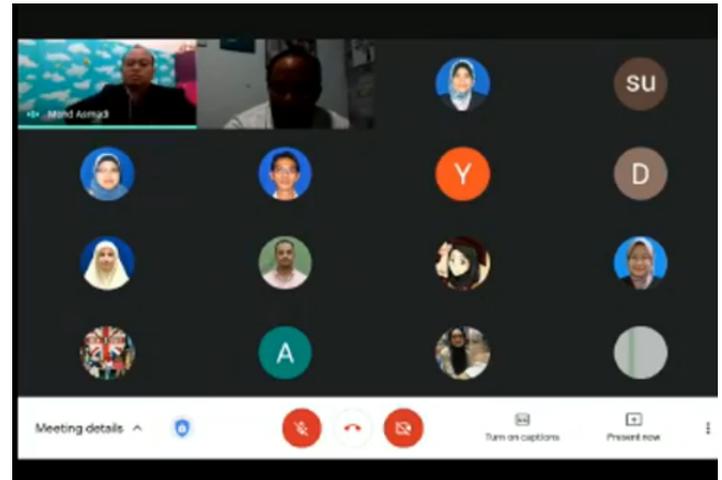
# MBA Industrial Talk Series 2020 Corporate Governance in Malaysia Issues and Challenges - 15 November 2020 -

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**TENGGU NILA PUTRI TENGGU ILHAM**  
Senior Vice President, MTDC Academy, TENTERA  
Expertise : Branding, Technology based marketing and commercialisation

13th DECEMBER 2020  
SUNDAY | 3.00pm  
[meet.google.com/eir-iccf-oid](https://meet.google.com/eir-iccf-oid)

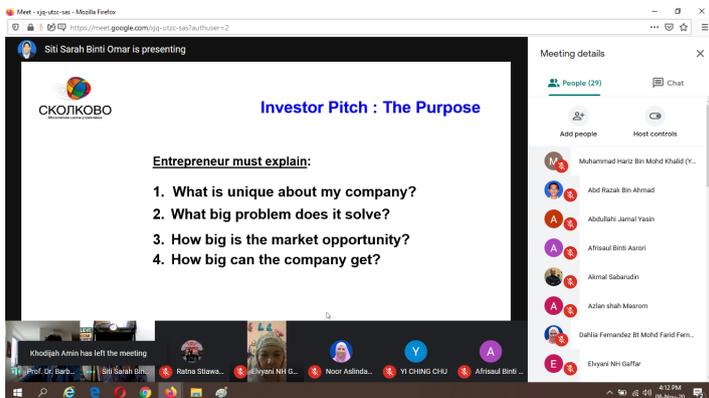
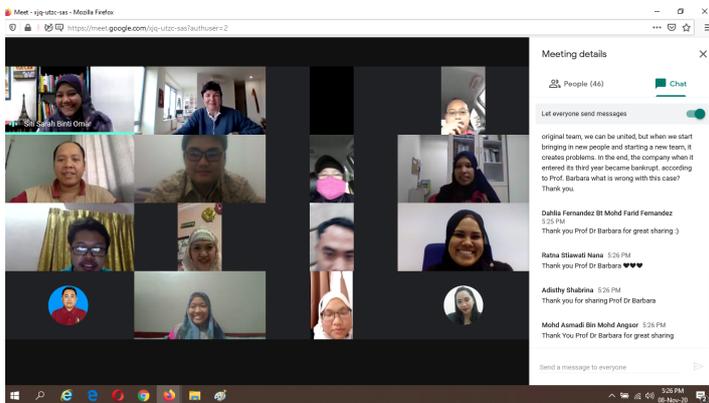
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# MBA Industrial Talk Series 2020

## An Investor's View of Entrepreneurial Ventures

- 8 November 2020 -



# MBA Industrial Talk Series 2020

## Impacts of Covid-19 on Malaysian Financial Market

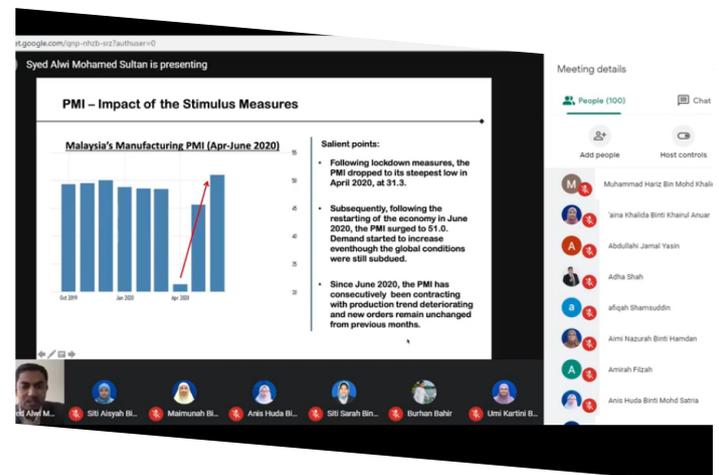
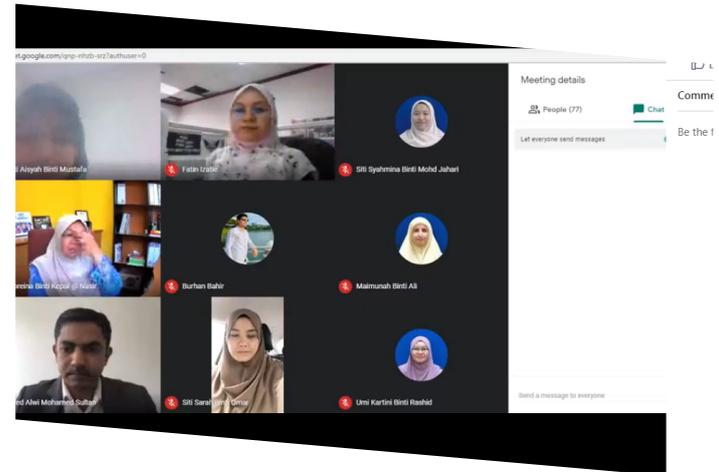
- 18 October 2020 -

**Guest Speaker:**  
Mr. Syed Alwi Mohamed Sultan  
Financial & Banking Expert  
(Former President & CEO of Agrobank)

**Moderator:**  
Siti Aisyah binti Mustafa  
Department of Business Management  
Faculty of Technology Management and Business  
UTHM

**TITLE: IMPACTS OF COVID-19 ON MALAYSIAN FINANCIAL MARKET**

18th October 2020



## Sharing Session with Prof Dr Mohd Hassan Mohd Osman on Final Exam Equivalent Project - 16 November 2020 -

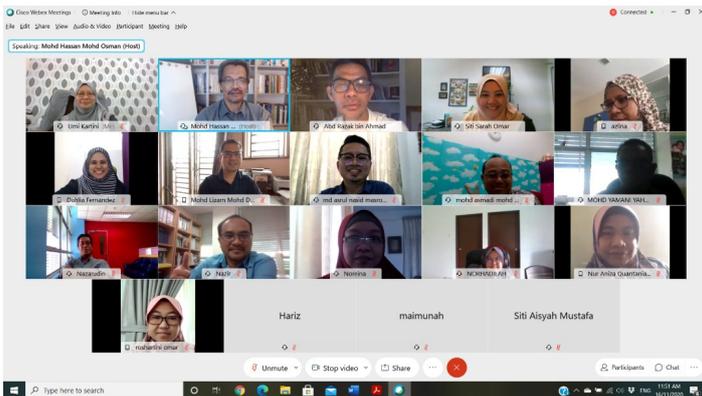


**Experience Sharing Session on Final Exam Equivalent Project**  
By: Dr Mohd Hassan Mohd Osman  
Profesor Arshad Ayub Graduate Business School, UiTM, Shah Alam  
16 Nov 2020 at 10:00 AM to 1:00 PM

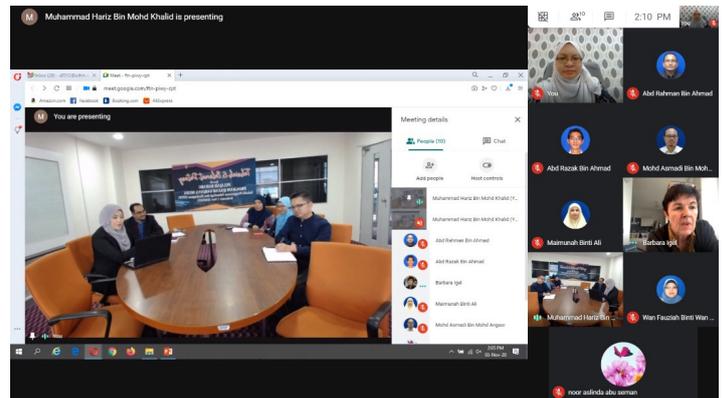
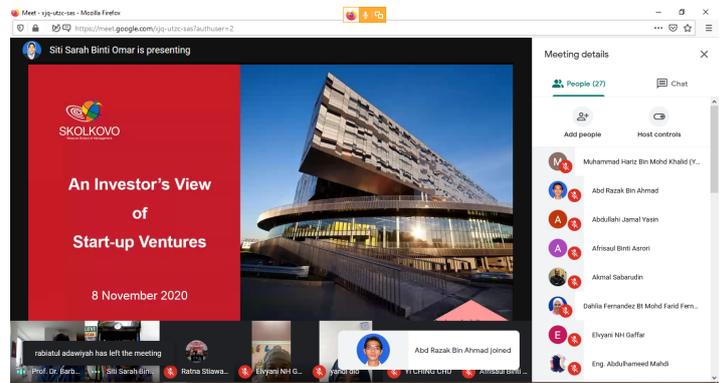
Organised by:  
Fakulti Pengurusan Teknologi dan Perniagaan  
Universiti Tun Hussein Onn Malaysia

By Cisco Webex

For further info: Dr Siti Sarah Omar - +60 13-779 3007



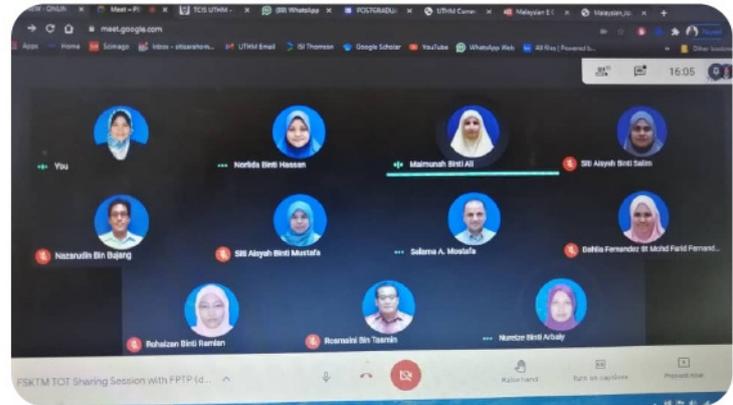
## Sharing Session with our Visiting Professor from Rusia, Prof Barbara Igel - 3 & 4 November 2020 -



### Batch 6 Farewell Event - 10 September 2020 -



### TOT Session with FSKTM (Elective Courses) - 1 & 2 Disember 2020 -



### Tazkirah Session with Ustaz Mohd Lotfi bin Solihan & Ustaz Abd Aziz bin Ahmad - 23 December 2020 & 21 January 2021 -

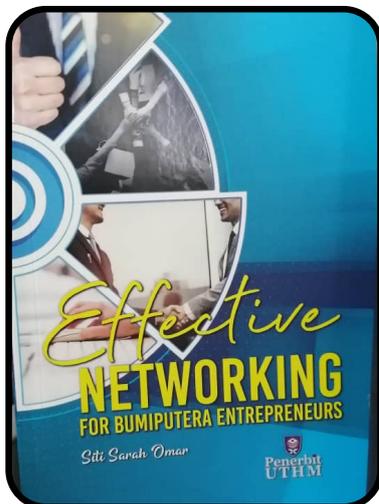


# Congratulations!

**Congratulations Prof. Dr.  
Wan Fauziah Wan Yusoff  
on being appointed as  
Dean, Faculty of  
Technology Management  
and Business**

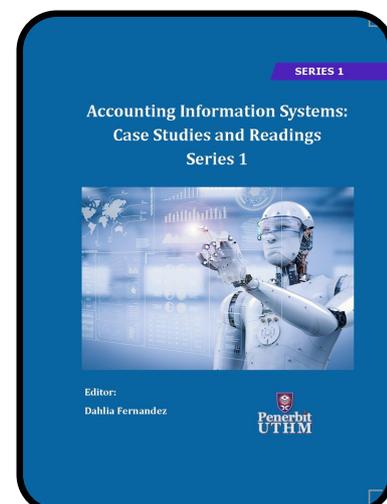


## Book Publication



Title: **Effective Networking for  
Bumiputera Entrepreneurs**  
Writer: **Siti Sarah Omar**

Title: **Accounting Information Systems:  
Case Studies and Readings Series 1**  
Writer: **Dahlia Fernandez**





#### Editorial Team

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Editor: Miss Siti Aisyah binti Mustafa  
Designer: Muhammad Hariz

*Thank You*  
FOR READING

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