

Title suggestions: 1) Managing Change – during and post pandemic in the E&E industry

2) Change or Be Changed - E&E manufacturing companies in Malaysia

By AP. Dr. Elisha Nasruddin

The Covid-19 pandemic took us all unawares and inflicted severe economic damage globally. As we try to comprehend what has changed in our world, this quote from Charles Darwin is most apt - “It is not the strongest of the species that survives, nor the most intelligent; it is the one most adaptable to change.”

The Master-Doctor(MD) Talk series conducted by the Graduate School of Business (GSB) under the auspices of the Dean, Professor Azlan Amran, has three objectives. Firstly, expose MBA and DBA students to experts in the industry through a series of talks on relevant topics. Secondly, link classroom learning to working experience, latest issues in the industry and best practices. Finally, to connect GSB to the industry to enhance its profile and image.

The inaugural talk in the series was on “Managing Change – during and post pandemic in the E&E industry”. The web seminar on Nov 2nd 2021 was moderated by Associate Professor Dr. Elisha Nasruddin and had 140 participants. Dato Seri Wong Siew Hai was the distinguished speaker who shared his perspectives on the subject. Dato Seri Wong is a veteran in the electronics industry with 29 years’ experience and presently, he holds several leadership positions - namely Champion of the E&E Productivity Nexus (EEPN), President of the newly formed Malaysia Semiconductor Industry Association (MSIA) and a member of the Pemuda Task Force.

The topic was both fitting and relevant as Malaysian companies seek to recover from the effects of the pandemic while needing to stay competitive in a world driven by a rapid pace of advancing technology and growing customer demands.

The manufacturing companies in the Electrical & Electronics (E&E) industry in Malaysia face a daunting challenge to rapidly recover lost capacity amidst a major component shortage in the global supply chain. More over the industry has to attract continued capital investment and remain a major global player. Dato’ Seri Wong shared how strategies or plans of the E&E companies in Penang need to be changed or adapted as the companies move into the post-pandemic era. These include IR 4.0, digitalization and automation to increase productivity, Supply Chain management, workforce re-skilling and retooling, key talent recruitment and retention, and demand for work-life balance.

The attendees who made time for this talk came from diverse backgrounds; Electrical & Electronics (E&E) and Machinery & Equipment (M&E) manufacturing companies, Federation of Malaysian Manufacturers (FMM), Penang Branch, Malaysia Semi-Conductor Industry Association (MSIA), Academic institutions and MBA, DBA, PhD students and staff of GSB, USM. Some of the feedback from participants were that content was well organized and easy to follow, the speaker was knowledgeable about the topic and engaging and the session was well

facilitated by the Moderator, AP Dr. Elisha, making the session lively while taking numerous questions from the attendees.

We look forward to having more of these talks connecting GSB, USM students to the industry; linking classroom learning to work experience and staying relevant in the industry.

Please join us in our next web seminar to talk about the Post 2022 Budget Chat on 17th November at 9.45am.