



University of
Southampton

UNIVERSITY OF
Southampton
MALAYSIA

In collaboration with



GLOBAL LEADERSHIP CONFERENCE 2022

**Leadership & Capacity Building
for the Future of Work**

Date : 20 & 21 July 2022

Venue : University of Southampton Malaysia,
Co301, Co302, Co401, Blok C Eko Galleria,
Jalan Eko Botani 3, Taman Eko Botani,
79100 Iskandar Puteri, Johor, Malaysia





BRIDGING GAPS MAKING IMPACT

Organisations have to be adaptable in order to keep up with our constantly changing business environment. This will require leadership which is adaptable, agile and inclusive.

Recognising this challenge and drawing from experiences from international and higher education providers, the University of Southampton Business School and University of Southampton Malaysia bring you the Global Leadership Conference 2022.

The two-day programme will cover a variety of contemporary issues in global leadership and will feature expert speakers from UK and Malaysia.

MASTERCLASS: COLUMBIA'S FINAL MISSION

Presented by Associate Professor Dr Ajit Nayak

Leadership and decision-making in high-stakes environment.

Making prompt and informed decisions in a volatile, uncertain, complex and ambiguous (VUCA) business environment of today can be very challenging. Organisational responses to VUCA environments are often guided by the reaction of those in leadership positions. In high-stakes situations, when external pressures and stress weigh heavily upon a leader, it is especially important to recognise the common errors leaders may make, and the underlying causes for these mistakes. In this masterclass, participants will learn why experienced leaders can find it difficult to overcome their own cognitive biases, group dynamics, and organisational structure and processes to make decisions.

The masterclass will immerse the delegates into the mission management teams' environment at NASA, at a critical point in its history, that of the Columbia's final mission. The participants, in syndicated groups will investigate and explore in detail, the many factors affecting the decision-making processes prevalent at NASA at that time. Sadly, the Columbia Accident Investigation Board, post the tragedy, concluded that the astronauts could have been saved if the senior management team had acted differently during the mission.

The case study will explore if a more collaborative approach could have made a difference to the tragic outcome. The discovery learning process which underpins this investigation move the participants from taught input to one of immersion, enquiry, experimentation and exploration using the innovative Harvard Business School multimedia case study.

Keynote Speeches:

Managing Change - Leaders of Tomorrow

Presented by Datuk (Dr.) Hafsa Hashim

The workplace is shifting from a top-down management model to a culture of leaders who can influence and impact change across the business. This gradual change has occurred as new generations have entered the workforce with a unique perspective on how to inspire others to take action.

With this cultural shift, the skills that leaders will need to possess in the future are also changing. It is predicted that tomorrow's leaders will have skills and aptitudes that starkly contrast with those of current senior leaders.

This change is attributed to the differing views between CEOs and millennial leaders on what makes an effective leader and how these differing opinions will impact organisations.

The best leaders recognise that to grow as a leader you must have a thirst for new knowledge, new concepts and new ways of working. Success is no longer just about personal growth. It is also about growing others because the essence of true leadership is to see leadership potential in others and turn this potential into ability. The growth and development of people is the highest calling of leadership. Hence, what kind of leaders do we want in our future?

Leadership and Digital Transformation

Presented by Kamarul A. Muhamad

Every digital transformation requires the transformation of a combination of people, processes and technology.

Leaders need to demonstrate key behaviours like bravery and playfulness when it comes to encouraging change across the organisation.

The inconvenient truth for businesses undertaking digital transformations is that without focused and active CEO commitment, there is almost no chance of success. That's because a digital transformation is a business-model reinvention that requires different functions across the organisation to work together in new ways, and can happen only through large-scale investments in building an entirely new set of capabilities.

These happen when an organisation is able to attract and keep exceptional talent such as those with top digital skills who are able to hone their craft on cutting-edge technology and solve problems they perceive as meaningful.

Leadership Debates:

Sustainability & Profitability

Sustainable leaders look beyond immediate, short-term gains to see the role their organisation plays in a larger context. They set strategies and ensure the delivery of results that meet the triple bottom line of social, environmental, and financial performance.

Sustainable leadership is all about adopting a responsible approach to the way that we lead, stopping to think about the wider impact of our actions on society and the environment. This might mean considering our wider stakeholder group, the natural systems within which we are operating and their limits. It also needs to consider how it benefits the larger community and the environment, while maintaining and improving financial performance.

Leaders will have to tackle the business challenges of today and tomorrow and simultaneously make the long-term sustainability of our world a top priority.

Leadership & Global Society

Good leadership makes society positive and content. A self-confident leader can keep people motivated and inspired; they work for the betterment of the whole society rather than just for themselves.

As the world continues to evolve into a global society, cultural competency is as important as emotional intelligence to maintain healthy relationships with global partners.

For leaders to be successful in maintaining a good relation with their followers in today's diverse society and in reaching success for their companies, they must be characterised by some of these qualities: farsighted, collaborative, inspirational, humble and respectful.

Innovation & Technology

Innovation leadership is the ability to inspire productive action in yourself and others during times of creation, invention, uncertainty, ambiguity, and risk. It is a necessary competency for organisations that hope to develop truly innovative products and services.

Innovative leadership moves quickly upon recognising opportunities and develops solutions to exploit those opportunities.

The effectiveness of innovation often hinges upon speed. Typically, every organisation within a certain market segment either adopts innovation or withers away. But how quickly an organisation adopts innovation can make all the difference too. Early adopters usually reap considerable benefits and retain a competitive edge over those who either can't keep up or who are merely tagging along for the ride.

Innovative and tech leaders are great at identifying opportunities as well as the resources they need to exploit such opportunities through innovation. They can quickly become known as problem solvers and business enablers. Influential tech leaders model the behaviour they want to see in their teams and inspire everyone around them.

Talent Management in the Post-COVID Era

What should HR professionals be considering as they plan their talent management strategies for the future?

As we move back towards some kind of 'normality', HR professionals need to keep talent management front-of-mind. What was normal in the workplace before may not be appropriate or welcome now. Employers need to adapt and rethink what normal looks like, building on the positives from this experience and addressing some of the challenges that still exist.

It will be key to business success to shift the focus away from COVID and towards the future. The power of having a common purpose has manifested itself as a focus on surviving for many businesses. However, this focus now needs to be turned towards thriving. People need to be able to envision the future and leaders have to be able to paint a compelling picture of what that looks like.

In a dynamic world where uncertainty remains, it will be critical for employees to take ownership of their career. Employees who are invested in their future will be able to shape what that looks like, broadening their skillset to enhance their employability and thus directly impacting their job security. But crucially, managers should support their employees with this. After all, this is not just beneficial for employees: it can also uncover hidden talents, strengthen succession plans and positively impact engagement.

One thing the new normal is likely to be is ever-changing, and employers that can successfully connect their employees to their aims, manage them with compassion and help them broaden their skills will be well placed to adapt to that change.

Enterprise & Entrepreneurship for the Digital Economy

Traditional industries that we knew and maybe loved are heading towards dead and buried. The taxi industry is just one. We also know what happened to Kodak and Blockbuster. This is an exciting time to live but the implications are that we are just at the start of a shift that has a long way to run. Work that fits with our passions, interest and lifestyle is the next challenge.

The digital revolution and the social web has made it easier than any other time in history to create, build an audience and grow cash flow. But it requires re-inventing and adapting to this new eco-system that marches to a different drum. The industrial education system of the past was great for developing critical thinking and powering research. But it is poor and slow in getting the latest knowledge into courses. Most marketing courses are still stuck in branding 101. Successful digital entrepreneurs don't get trapped in ivory towers but leap into the real world. They try stuff, break rules and learn at lightning speed.

The economic environment of the Digital Age, characterized by the acceleration of technology innovation, fierce competition in gaining competitive advantage, increasing consumer expectations, and emerging market pressure, leads leadership to adapt Vision and Entity Strategy to new performance standards. Leadership is the key active force that motivates and coordinates an organization to accomplish its objectives. A leader creates a vision for the others and then directs them towards achieving that vision.

To be a leader, you must have followers who have confidence in you and who give you their support and commitment to a goal. The constant movement of the millennials from job to job highlights a mind and culture shift. It's not about work for work's sake but creating a life that works for creative humans. It's about being inclusive and engaged.

Developing Future Talents for the Workforce

Higher education is unique in its power to catalyse social mobility, serving to bridge social, economic, racial, and geographic divides like no other force. As job markets constantly evolve, it is clear that the future demands a system of higher education that is as dynamic and adaptable as the technologies around which our society now revolves. The workforce of the future will be distributed and trans-boundary.

As the adoption of digitisation accelerates, the workforce of the future will be harmonised with technology. A key change in the job market will be a shift from technical skills to creative ones. As technology rapidly changes, this will be an ongoing process, and as such, the workforce of the future will need continuous upskilling and reskilling along a technology-oriented trajectory.

The World Economic Forum identifies the following top five skills for the workforce of 2025:

- Analytical thinking and innovation.
- Active learning and learning strategies.
- Complex problem-solving.
- Critical thinking and analysis.
- Creativity, originality and initiative.

It is clear that in the world of tomorrow, this shift toward innovation will be key to the survival of all. What will the future look like, and what does it mean for the workforce and youth of today?

Meet the Speakers:

Datuk (Dr.) Hafsah Hashim was the Chief Executive Officer of the SME Corporation Malaysia (SME Corp. Malaysia) for 13 years 11 months. She holds a Bachelor in Applied Science from the Science University of Malaysia and Masters in Business Administration from Aston University, United Kingdom. Recognising her expertise in SME development and entrepreneurship, she was awarded with Honorary Doctorate of Entrepreneurship by Universiti Tenaga Nasional (UNITEN) in 2015.

Datuk (Dr.) Hafsah was also appointed as the 'Professor of Practice' of the Putra Business School, and Adjunct Professor for College of Business Management & Accounting, UNITEN as well as Panel Adjunct Professor Academic and International of Universiti Teknologi Malaysia, Putra Business School, Universiti Putra Malaysia and Economic & Management Faculty, National University of Malaysia (UKM).

During her tenure serving the Government of Malaysia for 36 years and 2 months, she accumulated a wealth of experience in public sector administration and policy development. She served in several Ministries including Ministry of International Trade and Industry (MITI), Ministry of Agriculture and Ministry of Primary Industries.



Kamarul A. Muhamed is the Founder and CEO of Aerodyne Group, a Malaysian-based drone solutions provider that is ranked second in the world by Drone Industry Insights of Germany.

He is 'EY Entrepreneur of The Year 2020', 'EY Technology Entrepreneur of The Year 2020 Malaysia' as well as 'SEBA Entrepreneur of The Year 2020'. Kamarul led Aerodyne from a 3 person startup in 2014 to a global company with presence in 35 countries in just 6 years. He is a TEDx speaker and a drone industry thought leader, who has presented his ideas and innovation on AI, Drones and Industry 4.0 around the world.

An auditor by training, Kamarul spent his formative years in the city of London before switching his career to the tech industry upon returning to Malaysia after a 10 year stint in the UK. Kamarul is an avid explorer and has travelled to more than 100 countries, both for business and pleasure.



Dr Ajit Nayak is an Associate Professor of Strategy at the Southampton Business School. His further qualifications include, Foundation for Science and Technology Future Leader Fellow (2021) and Advance HE Fellow.

Dr Nayak's primary area of interest is strategy. Previously, he has examined issues relating to strategy practice, dynamic capabilities, leading sustainability transitions, decision making, paradoxes, creativity, consumption, theory and entrepreneurship. Dr Nayak has published in Academy of Management Review, Organisation Studies, Business History, Long Range Planning, Organisation and Marketing Theory.

Dr Nayak welcomes applications from PhD students interested in process and practice approaches to strategy and organisations. In particular, from students interested in researching the Indian business context, sustainable development goals (SDGs) and inclusive innovation.



Leadership Debates:

Sustainability & Profitability



SPEAKER

Dr Kamal Zukhairi Amzan
CEO, Gleneagles Hospital,
Iskandar Puteri



SPEAKER

Professor Rosmini Omar
Azman Hashim International
Business School, UTM



SPEAKER

Dato' Chang Khim Wah
Executive Director, President
& CEO, EcoWorld



MODERATOR

**Associate Professor Dr
Ajit Nayak**
Southampton Business School

Innovation & Technology



SPEAKER

Dr Larisa Yarovaya
Southampton Business
School



SPEAKER

Jaffri Ibrahim
CEO, CREST



SPEAKER

Professor Dr Graham Kendall
Senior VP and CEO of Good
Capitalism Forum of Petra
Group



MODERATOR

**Associate Professor Dr
Suan Hui Pu**
Head of Programme, UoSM

Leadership & Global Society



SPEAKER

**Associate Professor Dr
Mina Beigi**
Southampton Business
School



SPEAKER

Datuk Zunaidah Idris
Founder of Women
Leadership Foundation



SPEAKER

Professor Sabu Padmadas
Associate Dean
(International), Faculty of
Social Sciences, UoS



MODERATOR

Dr Christopher Richardson
Deputy Research, Innovation &
Industry Community Engagement,
Graduate School of Business,
Universiti Sains Malaysia (USM)

Leadership Debates (cont'd):

Talent Management in the Post-COVID Era



SPEAKER

Dr Jane Parry

*Southampton Business
School*



SPEAKER

Azli Norali

HR Director, GKN Aerospace



MODERATOR

Professor Stephan Onggo

Southampton Business School

Enterprise & Entrepreneurship for Digital Economy



SPEAKER

Kaushal Shah

*CEO, Envopap (Forbes 30
under 30 & UoS Alum)*



SPEAKER

Ahmad Fuzli Fuad

CEO SME Aerospace



SPEAKER

Dr Kizito Ehigiamusoe

*Southampton Malaysia
Business School*



MODERATOR

Dr Larisa Yaroyava

Southampton Business School

Developing Future Talent for the Workforce



SPEAKER

**Professor Dato' Dr Faisal
Rafiq Mahamad Adikan**

Vice Chancellor, USM



SPEAKER

**Associate Professor Dr
Gillian Saieva**

*Southampton Business
School*



SPEAKER

Nazrul Aziz

*Vice President Graduate,
Diaspora, and Industry
Partnership, TalentCorp*



MODERATOR

Professor Nordin Yahya

Universiti Teknologi Malaysia

Conference Agenda

DAY ONE

09:00 - 09:30	Registration
09:30 - 10:00	Opening and Welcoming Remarks
10:00 - 10:30	Morning Tea
10:30 - 11:30	Keynote Address Managing Change - Leaders of Tomorrow
11:30 - 12:30	Leadership Debate Sustainability & Profitability
12:30 - 14:00	Lunch & networking
14:00 - 15:00	Leadership Debate Innovation & Technology
15:00 - 16:00	Leadership Debate Leadership & Global Society
16:00 - 17:00	Leadership Debate Talent Management in the Post-COVID Era
17:00 - 17:30	Evening Tea & End

Conference Agenda

DAY TWO

09:00 - 09:30	Registration
09:30 - 12:00	<i>Masterclass Case Study Workshop</i> The Columbia Case Study
10:00 - 10:30	<i>Morning Tea</i>
12:00 - 12:30	<i>Group Photo Session</i>
12:30 - 14:00	<i>Lunch & Networking</i>
14:00 - 15:00	<i>Keynote Address</i> Leadership & Digital Transformation
15:00 - 16:00	<i>Leadership Debate</i> Enterprise & Entrepreneurship for the Digital Economy
16:00 - 17:00	<i>Leadership Debate</i> Developing Future Talent for the Workforce
17:00 - 17:30	<i>Evening Tea & End</i>

Disclaimer:

The University of Southampton Malaysia has endeavoured to the fullest to ascertain the accuracy of the information in this brochure at the time of publication. However, the nature of the content is subject to change from time to time and should therefore be considered guiding instead of definitive.



About the University of Southampton Malaysia

The **University of Southampton Malaysia** (UoSM) is a branch campus of the University of Southampton in the UK. The University of Southampton is ranked 78th in the QS World University Rankings 2023 and is a founding member of the Russell Group in the UK. UoSM is based in Eco Botanic, a bustling township in Iskandar Puteri, Johor.

The University is also ranked 1st in the UK for Electrical and Electronic Engineering (The Times and Sunday Times Good University Guide, 2022), 5th in the UK for Mechanical Engineering (The Times and Sunday Times Good University Guide, 2022) and 5th in the UK for Aeronautics and Astronautics (The Complete University Guide, 2022).



Professor Rebecca Taylor is the Pro Vice-Chancellor (ASEAN) and Chief Executive Officer of University of Southampton Malaysia. Her research interests lie in the field of international economics and developments in economics education. She has designed and directed a number of Higher Education Funding Council for England (HEFCE) funded projects focussed on innovative approaches to the teaching and learning of mathematics and statistics in economics.



About the University of Southampton Business School

For ambitious leaders who want to change the world, **Southampton Business School** offers a truly distinctive multidisciplinary and integrated approach. With links with many of the world's leading companies such as Microsoft, J.P.Morgan and Carnival. Our world-class, cutting-edge research shapes future business practice and we provide a responsible educational experience that connects people and organisations to deliver groundbreaking social and economic impact.

Southampton Business School ranked 3rd in the UK for Marketing (The Complete University Guide 2020) and 10th in the UK for Business Management and Marketing (The Guardian Guide 2020). It is also ranked 48th in the world and 7th in the UK for Operational Research and Statistics (QS World University Rankings 2020).

At **Southampton Business School**, world-leading academics deliver management research and education with rigour and relevance, solving real-world problems faced by businesses, organisations and governments. Bringing together experts from a diverse range of business fields through an integrated enterprise strategy that reinforces connections with industry, the School harnesses such connections to further deliver impactful research and improve the learning experience for all.

Global Leadership Conference 2022

Registration Form

Contact Information

LAST NAME:			
FIRST NAME:			
EMAIL:	OFFICE PHONE NUMBER:	MOBILE PHONE NUMBER:	
ORGANISATION NAME:	JOB TITLE:	ORGANISATION WEBSITE:	
ORGANISATION ADDRESS:			
CITY:	STATE:	POSTAL CODE:	COUNTRY:
ORGANISATION CATEGORY:			
<input type="checkbox"/> GOVERNMENT <input type="checkbox"/> ACADEMIA <input type="checkbox"/> INDUSTRY / CORPORATE <input type="checkbox"/> ALUMNI <input type="checkbox"/> STUDENTS			

Additional Registrants *(please list the names of any additional delegates you are registering)*

LAST NAME:	EMAIL:
FIRST NAME:	JOB TITLE:
LAST NAME:	EMAIL:
FIRST NAME:	JOB TITLE:
LAST NAME:	EMAIL:
FIRST NAME:	JOB TITLE:
LAST NAME:	EMAIL:
FIRST NAME:	JOB TITLE:

Registration Rates *(check the one box that applies)**

<input type="checkbox"/> RM 800/pax For standard registrations	<input type="checkbox"/> RM 1,920 (RM 640/pax) For group registrations of 3 - 20% discount is applied
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Payment

PAYMENT TYPE: <input type="checkbox"/> BANK TRANSFER <input type="checkbox"/> CHEQUE		
Bank Transfer / Cheques should be made payable to USMC Sdn Bhd . If paying by bank transfer please quote your name and organisation name and pay to:		
Bank Name: HSBC Bank Malaysia Bhd Account No.: 313-365157-101	Branch: Johor Swift No.: HBMBMYKL	
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Find out more:

University of Southampton Malaysia (UoSM)

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