

BUSINESS, ECONOMICS AND GOVERNANCE RESEARCH CLUSTER

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RESEARCH CLUSTER CODE	BEG
NO. OF PROGRAMME	6
NO. OF GROUP	7
NO. OF RESEARCH CENTRE	-
SYNOPSIS	<p><i>This cluster involves an analysis on the economics, business and governance of critical industries and services that include agriculture, natural and environmental resources, tourism, manufacturing and logistics. Economic issues of interests would include efficiency, equity, development and growth, trade, sustainability and policy. Business concerns involve corporate finance and governance, human resource management, entrepreneurship, sourcing and operational management and marketing. Within the industry and services sector, the role of small and medium enterprises is essential in terms of employment opportunities and support industries. Malaysia is a hub for Islamic finance and the role of innovative Islamic compliant financing is rapidly growing. Apart from the agricultural and manufacturing sectors, hospitality and tourism sector contributes significantly to the nation's gross domestic product. Research in this sector has to be given special attention as well.</i></p> <p>Kluster ini melibatkan analisis mengenai ekonomi, perniagaan dan tadbir urus industri dan perkhidmatan kritikal termasuk pertanian, sumber asli dan alam sekitar, pelancongan, pembuatan dan logistik. Kepentingan isu ekonomi termasuk kecekapan, ekuiti, pembangunan dan pertumbuhan, perdagangan, kemampunan dan dasar. Permasalahan perniagaan melibatkan kewangan korporat dan tadbir urus, pengurusan sumber manusia, keusahawanan, sumber dan pengurusan operasi dan pemasaran. Dalam sektor industri dan perkhidmatan, peranan perusahaan kecil dan sederhana adalah penting dari segi peluang pekerjaan dan industri sokongan. Malaysia adalah hab bagi kewangan Islam dan peranan pembiayaan patuh Islam yang inovatif berkembang pesat. Selain daripada sektor pertanian dan pembuatan, sektor hospitaliti dan pelancongan menyumbang dengan ketara kepada keluaran dalam negara kasar. Penyelidikan dalam sektor ini juga perlu diberi perhatian khas.</p>
DESCRIPTION (with NABC elements)	<p>Need</p> <ul style="list-style-type: none"> • Business and nation transformation requires innovative and holistic thinking • Primary thrust of business well-being and nation resilience • Addresses recurrent and emerging business and economic issues • Important for harmony and stability of nation • Need for better understanding and systematic approach to address business and economic issues • Cost-savings for government through business reengineering • Empowerment and mobilization of citizens for greater business, social, economic and political participation <p>Approach</p> <ul style="list-style-type: none"> • Multi and transdisciplinary research programmes (including in applied theoretical and methodological approaches) • Build on existing expertise • Higher visibility (build critical mass) • Mentoring next generation of scholars • Integrated, coordinated research groups • Multi centers (university wide research groups) • International linkages <p>Benefit to UPM</p> <ul style="list-style-type: none"> • Cost savings – avoid duplication of research • Efficient use of resources • More focused programmatic research and activities • Build research team culture • Transparency – every scholar in the cluster is aware of who is doing what <p>Benefit to Society</p> <ul style="list-style-type: none"> • Track record of research to improve business and economic performances. • Efficient allocation and use of resources for business and economic development • Alleviate business and economic problems and improve quality of life • Develop innovative products and services to support sustainability of SMIs <p>Competitor</p> <ul style="list-style-type: none"> • UM, USM, UKM are strong in economics. • UKM is strong in business, entrepreneurship and SMIs studies. • UiTM is strong in business, accounting and governance studies.

Code	Research Programme	Synopsis	Leader of Research Programme	Research Groups
BEG01	Applied Economics	<p>The macroeconomic instability and recent financial turbulence in global markets emphasise the need to devote concerted research efforts towards issues pertaining to financial markets, international trade and economic development. This program aims to make significant contribution to the advancement of microeconomics, macroeconomics and policy debate. It also aims to enhance the continuation of the UPM research in the field of Applied Economics, where UPM has obtained a leading position relative to it peers. The program's emphasis is on empirical, applied and policy-oriented research. The empirical findings would serve as important inputs for strategic policy formulations and contribute to future academia.</p> <p>Keywords: Applied Economics, financial markets, trade and development.</p>	<p>Prof. Dr. Muzafar Shah Habibullah (FEP)</p> <p>muzafar@econ.upm.edu.my</p>	<p>1. Applied Economics - Prof. Dr. Muzafar Shah Habibullah (FEP)</p>
BEG02	Corporate and Human Governance in Business Organization	<p>Business organizations mobilize resources to generate returns to providers of resources. How the resources are managed and accounted for is underpinned by the governance of the organizations by the top decision makers. Hence research in acquisition, management and accounting for the accountability of resource use and ownership of accountability is intertwined with the quality of the human and corporate governance of the organization. Output of the cluster is empirical work on accountability, measurement of accountability and the whole spectrum of business accountability to stake holders in society</p> <p>Keywords: Accountability, corporate governance and human governance.</p>	<p>Assoc. Prof. Dr. Hashanah Ismail (FEP)</p> <p>hashanah@econ.upm.edu.my/ hashanah@upm.edu.my</p>	<p>1. Corporate and Human Governance in Business Organization – Assoc. Prof. Dr. Hashanah Ismail (FEP)</p>
BEG03	Corporate Finance and Financial Innovations	<p>The Corporate Finance and Financial Innovations (CFFI) cluster intends to provide a base for lecturers to develop and display their potential, proficiency, and involvement in research, as well as, consultancy in relevant areas. Its long term target is for UPM to be the leader in spearheading research and consultancy in the areas of Corporate Finance and Financial Innovations in Malaysia. The world of finance has become more intricate and in order to remain relevant, a university has to have the aptitude and prowess in this niche area.</p> <p>Keywords: Applied Corporate Finance, Financial Instruments and Behavioral Finance</p>	<p>Prof. Dr. Annuar Md Nassir (FEP)</p> <p>annuar@econ.upm.edu.my /annuar@upm.edu.my</p>	<p>1. Corporate Finance and Financial Innovations – Prof. Dr. Annuar Md Nassir (FEP)</p>
BEG04	Hospitality and Tourism Management	<p>The hospitality and tourism research programme (HTRP) at the Faculty of Economics and Management's of UPM, is devoted to conduct research in wide spectrum of hospitality and tourism area which will provide significant academic contribution as well as practical implications to various publics; organisations, tourists , businesses and government institutions. The HTRP undertakes research for the hospitality and tourism related industries, and seeks to improve connections between academia and industry. Our experienced and diverse team of researchers generates research that informs policy, and assists practitioners, which enables them to keep up with the current need and trend of the industry.</p> <p>Keywords: Tourism and Hospitality</p>	<p>Assoc. Prof. Dr. Yuhanis Abd Aziz (FEP)</p> <p>anis@econ.upm.edu.my, yuhanis@upm.edu.my</p>	<p>1. Hospitality and Tourism Management - Assoc. Prof. Dr. Yuhanis Abd Aziz (FEP)</p>
BEG05	Small Medium Industries and Services Entrepreneurship	<p>To achieve its 2020 Vision, the Malaysian Government in its 10th Malaysia Plan tries to develop and assist the growth as well as helping the SMIs and Services Entrepreneurship to be more innovative and competitive. Thus the main research focus of this program is to help the government in facilitating and strategizing the SMIs and Services Entrepreneurship to be more creative and innovative, market oriented via theoretical, empirical or case study and related advisory activities. It will be able to strengthen its researchers access an array of networking opportunities that will promote UPM inventions and quality research work by developing a mutual understanding of goals and opportunities through integrated research. Through multi disciplinary background of its researchers, this program aims to champion in performing and handling high</p>	<p>Assoc. Prof. Dr. Mohani Abdul (FEP)</p> <p>Mohani3242@gmail.com,</p>	<p>1. Small Medium Industries and Services Entrepreneurship - Assoc. Prof. Dr. Mohani Abdul (FEP)</p>

		<p>quality research in the area of entrepreneurship. This will promote the Malaysian economy through the development of innovative products and services that encourage entrepreneurship and support sustainability of the SMIs.</p> <p>Keywords: Small Medium Industries (SMIs), Services Entrepreneurship, Innovative</p>		
BEG06	Supply Chain Management of Industry and Services	<p>The Supply Chain Management research programme (SCMRP) addresses the spectrum of Management, Marketing, Operation Management, Logistics, and Costing activities from the point of origin until the product reaches the consumers. Organizations manage and coordinate the flow of resources to maximise customer value which is the highest degree of customers' satisfaction and lowest possible cost. Organizations with excellent supply chain management are some of the world's most successful organizations. SCMRP aims to promote high quality research by utilizing team members whose expertise and research interest cover strategic and behavioural aspects of sustainable logistics, supply chain design and strategies, green supply chain management, management of logistics services, work place management, e-supply chain, costing, consumer behaviour and customer service. By being actively involved in case study research, SCMRP is committed to exploring and understanding how strategic and behavioural issues in various organizations in the supply chain can provide insights and create opportunities within research, education and practice.</p> <p>Keywords: Supply chain, strategies, behavior</p>	<p>Prof. Dr. Samsinar Md Sidin (FEP)</p> <p>sms@econ.upm.edu.my, sms@upm.edu.my</p>	<p>1. Supply Chain Management - Prof. Dr. Samsinar Md Sidin (FEP)</p> <p>2. Agribusiness Supply Chain System - Prof. Dr. Zainal Abidin Mohamed (FP)</p>

Tarikh Kemaskini: 18 Jun 2013